



VISIT CARMEL (CHID)

BOARD OF DIRECTORS REGULAR MEETING

Sunset Center – Chapman Room (room subject to change)

San Carlos & 9th, Carmel-by-the-Sea, CA 93921

January 5, 2017 2:30 p.m.

CALL TO ORDER/INTRODUCTIONS Amy Johnson
Kathy Sharpe and Joaquin Turner, Art Walk

PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) Amy Johnson

APPROVAL OF MINUTES Amy Johnson
Dec. 1 and Dec. 14, 2016 CHID meeting minutes will be reviewed, discussed and considered for approval

ADVERTISING AND PUBLIC RELATIONS

Winter Campaign Overview - launches Jan 2 Jeff Burghardt

Spring Campaign Overview including Art Fest promotion and inclusion of Gourmet Fest Jeff Burghardt

Media relations campaigns and strategies, including social media integration Kristen Hunter

New and Exciting Marketing & PR Campaign Options Jeff Burghardt

DIRECTOR'S REPORT Amy Herzog

Monterey Airport Air Service Development Committee

MCCVB - Hosting Group Sales team on 1/24/17

FINANCIAL REPORT Mark Watson

ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING Amy Johnson

ADJOURNMENT Amy Johnson

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month.

NEXT SCHEDULED MEETING: February 2, 2017. To be placed on the agenda distribution list, please email: Berit Keeble, Secretary, at berit@carmelcalifornia.com