



VISIT CARMEL (CHID)
BOARD OF DIRECTORS MEETING
Sunset Center – Chapman Room
San Carlos and 9th Street,
Carmel-by-the-Sea, CA 93921

October 5, 2017 2:30 p.m.

- CALL TO ORDER/INTRODUCTIONS ..... Amy Johnson
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) ..... Amy Johnson
MINUTES FROM SEPTEMBER 7, 2017 ..... Amy Johnson
Recommended Action: approve minutes.
MOVING FORWARD WITH MINDFULNESS ..... Marianne Rowe/Katie Dutcher
Recommended Action: receive presentation from Monterey Bay Meditation Studio
CITY MARKETING FUNDS MANAGEMENT ..... Chip Rerig
Recommended Action: discussion.
NOMINATION COMMITTEE ..... Mark Watson
Recommended Action: receive nomination and staggered term recommendations.
VISIT CARMEL EXEC DIRECTOR REPORT ..... Amy Herzog
Recommended Action: receive report including CCTC, DMA West Summit, Visit California.
MARKETING AND ADVERTISING ..... Jeff Burghardt/Nicole Dore
Recommended Action: receive reports on Experiential Brand Image Update, Mindfulness Program.
PUBLIC RELATIONS AND SOCIAL MEDIA ..... Kristen Hunter
Recommended Action: receive report on September PR Highlights, upcoming PR/Fam, social media.
MCCVB UPDATE ..... April Locke
Recommended Action: receive report.
FINANCIAL REPORT ..... Mark Watson
Recommended Action: receive report.
ADDITIONS TO THE AGENDA AND AGENDA ITEMS FOR NEXT MEETING ..... Amy Johnson
ADJOURNMENT ..... Amy Johnson
CLOSED SESSION ..... Board of Directors
Discussion: Consultant contract.

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month. NEXT SCHEDULED MEETING: November 2, 2017. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com

NOTICE TO PUBLIC

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Herzog at (831) 238-1849 at least 48 hours prior to the meeting. You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.