



**VISIT CARMEL (CHID)
ANNUAL MEETING AND BOARD OF DIRECTORS MEETING**

La Playa Carmel Hotel
Camino Real at Eighth Avenue
Carmel-by-the-Sea, CA 93921

November 2, 2017

3:30 pm - ANNUAL MEETING

- WELCOME AND BOARD MEMBER ELECTION Amy Johnson
Recommended Action: Elect new board members Jenny MacMurdo and Kevin Krueger and Re-elect Rich Pepe for a second term.
- VISIT CARMEL OVERVIEW AND UPDATE Amy Herzog
- DESTINATION MARKETING HIGHLIGHTS Jeff Burghardt/Nicole Dore

4:30 pm – BOARD OF DIRECTORS MEETING

- CALL TO ORDER/INTRODUCTIONS Amy Johnson
- PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) Amy Johnson
- MINUTES FROM OCTOBER 5, 2017 Amy Johnson
Recommended Action: approve minutes.
- MONTEREY AIRPORT SCASDP GRANT UPDATE Amy Herzog
Recommended Action: receive report.
- MARKETING AND ADVERTISING UPDATE Jeff Burghardt
Recommended Action: receive report on data measurement/KPI plan and 2018 Media Plan.
- 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: December 7, 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.