

**HOSPITALITY IMPROVEMENT DISTRICT (HID)
ADVISORY BOARD - Meeting Agenda**

Thursday, December 18, 2014 at 2:00 p.m.
La Playa Hotel

CALL TO ORDER	Mark Watson
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda)	Mark Watson
APPROVAL OF PRIOR MEETING MINUTES	Mark Watson
ADMINISTRATOR/FINANCIAL REPORT	Monta Potter/Kyle Stewart
PUBLIC RELATIONS UPDATE	Amy Johnson/Hunter PR
DESTINATION MARKETING REPORT	Safarina Maluki
REVIEW OF SMG TOURISM STRATEGY PLAN	Amy Johnson/Mark Watson
ADDITIONS TO THE AGENDA	Mark Watson
ADJOURNMENT	Mark Watson

The HID Advisory Board generally meets monthly, on the 4th Thursday at 3 p.m.

NEXT SCHEDULED MEETING: January 22, 2015 at a Sunset Center, Bingham Room

To be placed on the agenda distribution list, please call or email:
Safarina Maluki at 831.704.6317 or safarina@carmelcalifornia.org

The HID Advisory Board does not discriminate against persons with disabilities. Should you need assistance or accommodations, please contact The City of Carmel-by-the-Sea.

Any writings or documents provided to a majority of the Board regarding any item on this agenda will be made available for public inspection at The City of Carmel-by-the-Sea, during normal business hours.