



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

Sunset Center – Bingham Room  
San Carlos and 9<sup>th</sup> Street,  
Carmel-by-the-Sea, CA 93921

February 1, 2018 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 JANUARY 4, 2018 ..... Amy Johnson  
*Recommended Action: approve minutes.*

VISIT CARMEL EXEC DIRECTOR REPORT ..... Amy Herzog  
*Recommended Action: receive report.*

FINANCIAL REPORT ..... Mark Watson  
*Recommended Action: receive report, possible vote to approve 2018 budget allocation.*

PUBLIC RELATIONS AND SOCIAL MEDIA ..... The Abbi Agency  
*Recommended Action: receive plans, recommendations and procedures for first 6 months.*

MARKETING AND ADVERTISING ..... Burghardt+Dore  
*Recommended Action: receive report on Winter campaign, other highlights.*

MCCVB UPDATE ..... Jeniffer Kocher  
*Recommended Action: receive report.*

CARMEL CHAMBER ..... Jenny MacMurdo  
*Recommended Action: receive report.*

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: March 1, 2018. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at [amy.herzog@carmelcalifornia.com](mailto: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.*