



VISIT CARMEL (CHID)

BOARD OF DIRECTORS SPECIAL MEETING

Sunset Center – Chapman Room (room subject to change)

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

February 2, 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

APPROVAL OF MINUTES Amy Johnson
Jan. 19, 2017 CHID meeting minutes will be reviewed, discussed and considered for approval

MCCVB UPDATE April Locke

PUBLIC RELATIONS AND SOCIAL MEDIA..... Kristen Hunter
January PR Highlights
February – May editorial plans

MARKETING AND ADVERTISING Jeff Burghardt
Art Festival update
Revised proposal
Update on new programs

VISIT CARMEL DIRECTOR REPORT Amy Herzog
MCCVB - group sales team and IPW
Carmel Chamber of Commerce

EVENT POLICY DISCUSSION Amy Johnson

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