



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

March 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
MINUTES FROM FEBRUARY 2, 2017	Amy Johnson
<i>Recommended Action: approve minutes</i>	
REVISED EVENT POLICY	Amy Johnson
<i>Recommended Action: approve revised policy</i>	
MCCVB UPDATE	April Locke
<i>Recommended Action: receive report</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Kristen Hunter
<i>Recommended Action: receive report on February PR Highlights and upcoming PR plans</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: receive reports on</i>	
<ul style="list-style-type: none">• <i>Spring Campaign Launch</i>• <i>Fitness Marketing Update</i>• <i>Art Immersion Marketing Update</i>• <i>Mindfulness Marketing</i>• <i>Experiential Brand Image</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: receive reports on MCCVB co-op programs, Visit Cal Outlook Forum and CCTC</i>	
FINANCIAL REPORT	Mark Watson
<i>Recommended Action: receive report</i>	
HIGHWAY ONE CLOSURE	Amy Johnson
<i>Recommended Action: discuss</i>	
APRIL PRESENTATION TO CITY	Amy Johnson
<i>Recommended Action: discuss</i>	
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: April 6, 2017. To be placed on the agenda distribution list, please email: Berit Keeble, Secretary, at berit@carmelcalifornia.com