



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

April 6, 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 MARCH 2, 2017	Amy Johnson
<i>Recommended Action: approve minutes</i>	
SUSTAINABLE TOURISM INFO CARD	Lauren Banner
<i>Recommended Action: discussion about Carmel Residents Association, Carmel Innkeepers Association, and Visit Carmel collaborative effort</i>	
MCCVB UPDATE	April Locke
<i>Recommended Action: receive report</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Kristen Hunter
<i>Recommended Action: receive report on March PR Highlights, NYC media trip, upcoming press fams</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: receive reports on Fitness Program Update and Retreat Recap, Art Immersion Marketing Update, and Experiential Brand Image update</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: receive reports on Visit Carmel Annual Report and presentation, Visit Cal, CCTC, and Carmel Chamber joint activities</i>	
FINANCIAL REPORT	Mark Watson
<i>Recommended Action: receive report</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: May 4, 2017. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com