



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

Sunset Center – Chapman Room (room subject to change)
San Carlos & 9th, Carmel-by-the-Sea, CA 93921

May 4, 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 APRIL 6, 2017	Amy Johnson
<i>Recommended Action: approve minutes</i>	
MONTEREY AIRPORT PUBLIC-PRIVATE GRANT	Jennifer Fahselt/Mike La Pier
<i>Recommended Action: Receive report. Possible board vote required.</i>	
RESTAURANT BID	Rich Pepe
<i>Recommended Action: Receive report. Discussion.</i>	
MCCVB UPDATE	April Locke
<i>Recommended Action: receive report</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Kristen Hunter
<i>Recommended Action: receive report on April PR Highlights, April press fam, upcoming May press fam, query for fall</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: receive reports on Fitness Program Update, Meet & Greet Recap</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: receive reports on CCTC, Carmel Innkeepers Association, Winemaker's Celebration Cross Promo, Sustainable counter cards and May 1 Workshop</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: June 1, 2017. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@carmelcalifornia.com