



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

Hofsas House meeting room  
Between 3rd & 4th Ave on San Carlos Street,  
Carmel-by-the-Sea, CA 93921

July 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 JUNE 1, 2017 .....  | Amy Johnson    |
| <i>Recommended Action: approve minutes.</i>  |                |
| VISIT CARMEL EXEC DIRECTOR REPORT .....  | Amy Herzog     |
| <i>Recommended Action: receive report on IPW, Visit Cal, CCTC</i>  |                |
| STAKEHOLDER REIMBURSEMENT PROGRAM .....  | Mark Watson    |
| <i>Recommended Action: Review recommended policy. Board vote required.</i>   |                |
| MCCVB UPDATE .....   | April Locke    |
| <i>Recommended Action: Receive report.</i>   |                |
| PUBLIC RELATIONS AND SOCIAL MEDIA .....  | Kristen Hunter |
| <i>Recommended Action: receive report on June PR Highlights, upcoming PR, and social media influencer program.</i>   |                |
| MARKETING AND ADVERTISING .....  | Jeff Burghardt |
| <i>Recommended Action: receive reports on Mindfulness Programs, Experiential Brand Image and review proposed media buy for remainder 2017. Possible board vote required.</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: September 7, 2017. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at [amy.herzog@carmelcalifornia.com](mailto:amy.herzog@carmelcalifornia.com)