



VISIT CARMEL (CHID)
BOARD OF DIRECTORS REGULAR MEETING
Hofsas House Hotel Conference Room
San Carlos between 3rd and 4th, Carmel-by-the-Sea, CA 93921
Thursday, July 7, 2016 3:00 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
<i>June 2, 2016 CHID meeting minutes will be reviewed, discussed and considered for approval</i>	
MCVGA (Monterey County Vintners & Growers Association).....	Kim Stemler
<i>Working together with Visit Carmel to create Hotel Packages& Promotions</i>	
FINANCIAL REPORT	Mark Watson
PUBLIC RELATIONS REPORT	Kristen Hunter
DISCUSSION OF CONTRACTED PERSON TO REPRESENT VISIT CARMEL	Mark Watson
<i>Presentation by Amanda Diefenderfer of Big Red Marketing</i>	
NSIGHT SOFTWARE PRESENTATION	Amy Johnson/Jeff Burghardt
<i>Brief overview of how to use the software</i>	
DISCUSSION OF JULY 11 MARKETING PRESENTATION TO CITY COUNCIL	Amy Johnson/All
<i>Attendance, Participation, Presentation</i>	
DISCUSSION OF ONGOING QUARTERLY MARKETING PARTNERS MEETINGS	All
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: Date and Time to be Determined. To be placed on the agenda distribution list, please email: Berit Keeble, Secretary, at berit@carmelcalifornia.com

NOTICE TO PUBLIC

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Johnson at (831) 625-3263 at least 48 hours prior to the meeting. You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.