



## VISIT CARMEL (CHID)

### BOARD OF DIRECTORS REGULAR MEETING

Sunset Center - Chapman Room (room subject to change)

San Carlos & 7th, Carmel-by-the-Sea, CA 93921

September 1, 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>August 4, 2016 CHID meeting minutes will be reviewed, discussed and considered for approval</i>	
FALL/WINTER MARKETING CAMPAIGN .....	Amy Johnson
<i>Google Analytics, Currently running campaign, Centennial Packages</i>	
PUBLIC RELATIONS REPORT .....	Kristen Hunter/Karen Moraghan
<i>Upcoming Media Trips, Social Media Stats, Fall/Winter Press Release Topics/Schedule</i>	
FINANCIAL REPORT .....	Mark Watson
DISCUSSION OF CONTRACTED PERSON TO REPRESENT VISIT CARMEL .....	Mark Watson/All
JACK RABBIT RATE DISPLAY ON CARMELCALIFORNIA.COM .....	Berit Keeble
MARKETING PARTNER MARKETING MEETING OCTOBER 6 .....	Amy Johnson
<i>Invitees, Agenda Items to cover</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: Date and Time to be Determined. To be placed on the agenda distribution list, please email: Berit Keeble, Secretary, at [berit@carmelcalifornia.com](mailto: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.