



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

Sunset Center – Chapman Room
San Carlos and 9th Street,
Carmel-by-the-Sea, CA 93921

September 7, 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 JULY 6, 2017	Amy Johnson
<i>Recommended Action: approve minutes.</i>	
MARKETING AND ADVERTISING	Jeff Burghardt
<i>Recommended Action: receive reports on Experiential Brand Image Update, Mindfulness Program.</i>	
VISIT CARMEL EXEC DIRECTOR REPORT	Amy Herzog
<i>Recommended Action: receive report including CCTC, MRY, Visit Cal.</i>	
PUBLIC RELATIONS AND SOCIAL MEDIA	Kristen Hunter
<i>Recommended Action: receive report on July and August PR Highlights, upcoming PR, and social media influencer program.</i>	
CARMEL CHAMBER UPDATE	Jenny MacMurdo
<i>Recommended Action: receive report.</i>	
MCCVB UPDATE	April Locke
<i>Recommended Action: receive report.</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
CLOSED SESSION	Board of Directors
<i>Discussion: Agency contracts.</i>	

The Board of Directors for Visit Carmel, Inc. generally meets 1st Thursday of the month. NEXT SCHEDULED MEETING: October 5, 2017. To be placed on the agenda distribution list, please email: Amy Herzog, Executive Director, at amy.herzog@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 Herzog at (831) 238-1849 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.