

**HOSPITALITY IMPROVEMENT DISTRICT (HID)**  
**ADVISORY BOARD - Meeting Agenda**  
**Board Planning Meeting**

Tuesday, October 28, 2014 at 2:00 PM-5:00 PM,  
Sunset Center, Babcock Room

CALL TO ORDER .....	Amy Johnson
WELCOME AND OVERVIEW (2:00 – 2:10) .....	Carl Ribaldo
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda) .....	Amy Johnson
CORE ISSUE 1 - CARMEL HID STRATEGY (2:10 – 3:00) .....	Carl Ribaldo
<ul style="list-style-type: none"><li>• Current strategy in brief</li><li>• Goals</li><li>• Define the strategies to achieve the goals<ul style="list-style-type: none"><li>○ Refocus sales</li><li>○ New segments</li><li>○ Other TBD</li></ul></li></ul>	
CORE ISSUE 2 - ORGANIZATION AND STRUCTURE (3:00 – 4:00) .....	Carl Ribaldo
<ul style="list-style-type: none"><li>• What is the best structure to support the new HID strategy?</li><li>• Budget – Do you have enough funds to accomplish your goals?</li><li>• Partner Alignment (City, Chamber, MCCVB, Visit California, Central Coast Tourism Council, other)</li><li>• Ordinance – Is the ordinance correct to move forward?</li></ul>	
CORE ISSUE 3 - Measurement (4:00 – 4:45) .....	Carl Ribaldo
<ul style="list-style-type: none"><li>• Presentation on DMO measurements</li><li>• What should you be measuring?</li><li>• How should measurement be communicated?</li></ul>	
SAVED ITEMS / NEXT STEPS (4:45 – 5:00) .....	Carl Ribaldo
ADJOURNMENT .....	Amy Johnson

The HID Advisory Board generally meets monthly, on the 4<sup>th</sup> Thursday at 3 p.m.  
In observance of the holidays, alternative dates will be announced for November and December.

NEXT SCHEDULED MEETING: TBD

To be placed on the agenda distribution list, please call or email:  
Safarina Maluki at 831.704.6317 or [safarina@carmelcalifornia.org](mailto:safarina@carmelcalifornia.org)

The HID Advisory Board does not discriminate against persons with disabilities. Should you need assistance or accommodations, please contact The City of Carmel-by-the-Sea. Any writings or documents provided to a majority of the Board regarding any item on this agenda will be made available for public inspection at The City of Carmel-by-the-Sea, during normal business hours.