

**HOSPITALITY IMPROVEMENT DISTRICT (HID)  
PR Committee - Meeting Agenda**

Monday, February 23, 2015 1:00 p.m.  
Hofsas House Conference Room  
San Carlos & 4<sup>th</sup>, Carmel-by-the-Sea

CALL TO ORDER	Amy Johnson
PUBLIC COMMENT (please limit to three minutes for only Items not on the agenda)	Amy Johnson
APRIL 2015 MEDIA FAM PARTICIPANTS	Kristen Hunter
APRIL 2015 MEDIA FAM AGENDA	Kristen Hunter/All
QUARTERLY PRESS RELEASE MESSAGES	Kristen Hunter
SOCIAL MEDIA SWEEPSTAKES	Jeff Burghardt
PHOTOGRAPHY FOR MEDIA/WRITER USE	Kristen Hunter/Jeff Burghardt
VISA VUE STATS	Monta Potter
CVB RELATIONS (MCCVB, SFTRAVEL, CTTC) (September Trade Show)	Kristen Hunter/All
ADDITIONS TO THE AGENDA	Amy Johnson
ADJOURNMENT	Amy Johnson

NEXT SCHEDULED MEETING: TBA

To be placed on the agenda distribution list, please call or email:  
Amy Johnson (831) 625-3263 amy@carmelcountryinn.com

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.