



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

Sunset Center - Chapman Room

San Carlos and 9th

Carmel-by-the-Sea, CA 93921

Thursday, January 5, 2017

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Berit Keeble, Pam Sheppard, Monta Potter, Mark Watson, Rich Pepe

Board Members Absent: Mary Crowe, Christine Sandin

Also in Attendance: Amy Herzog CHID Director, Ken Spilfogel owner of Flaherty's Restaurant; Mary Carrieri from Sunset Center; Jeff Burghardt and Nicole Dore from Burghardt Dore; Maureen Doran from Stilwell Inc; Kristen Hunter from Hunter PR; Amrish Patel owner Green Lantern Inn; Jennifer Hickerson from Pac Rep. Kathy Sharpe and Joaquin Turner from Carmel Art Walk. Sheryll Houston, resident.

MEETING CALLED TO ORDER: Amy Johnson, Chairman, called the meeting to order at 2:35 PM

Introduction of Kathy Sharpe and Joaquin Turner: Kathy Sharpe and Joaquin Turner are two local artists that own galleries and represent the Carmel Art Walk. This is an open Gallery self-guided walking tour involving 21 galleries. It takes place the second Saturday of every month from 5 to 8 PM. Jeff Burghardt said he could include the information in some of the upcoming promotions and e-blasts, and add to website events calendar. Kristen Hunter can promote via social media.

Public Comment: None

Approval of Minutes: Pam Sheppard motioned to approve the December 1 and 14, 2016 minutes, Rich Pepe seconded the motion. All members present approved.

Advertising and Public Relations Update: Jeff Burghardt spoke about mid-week off-season campaigns. The winter campaign - featuring World Renown Carmel at Winter Rates and Romance started on Monday. It is an integrated marketing mix of TV, print, internet PPC, sweepstakes, social media and PR,

and e-blasts. During January and February he will focus on the Drive Market. March and April will focus on Food, Wine and Art.

Jeff Burghardt has placed a full-page print ad in the January and March issues of Alaska Air Magazine .

All Advertising and campaigns will also focus on Book Direct.

Amrish Patel asked about statistics and tracking of campaigns. Jeff Burghardt does have information on that and will bring more to the next meeting. However, both Mark Watson and Jeff Burghardt said that some of these statistics are hard to track.

We currently have a free 1.5 minute video running on the Fly Monterey Highlights display at the baggage claim at Monterey Airport.

SFgate (San Francisco Chronicle website) has the article they wrote about Carmel at 100 on its website. Jeff Burghardt is trying to get permission to place it on the Carmel site with a plug for the newspaper.

March 6 to April 2 a Sweepstakes offer will be run on San Francisco NBC station with 72 total 5-second promos, as well as a digital component. It will feature several hotels, meals and other items. We will be able to add the emails from the Sweepstake to our email list.

Jeff Burghardt will have more information at the next meeting regarding the Carmel Art Festival. Mark Watson brought up the concern of supporting certain events and guidelines. At a previous meeting we had discussed helping with advertising that focused on overnight stays for the Art Festival.

Amy Herzog will work on guidelines and policies for helping various events that request support.

The rest of the Advertising and Public Relations report was tabled due to the absence of two Board Members and two Advisors to the Board.

Rich Pepe requested, when possible, that information on new Marketing and PR Campaigns be sent to Board Members in advance of the meeting. It can be hard to make snap decisions on Marketing dollars. An example would be voting on the Hemispheres Magazine Advertising. Although this sounded like a very good possibility it was very expensive and there was not enough time to consider it.

Director's Report: Amy Herzog reported on community relations. She has been asked to join the Monterey Airport's Air Service Development Committee which will meet on a quarterly basis to be a collective community voice relating to Monterey Regional Airport and the air service needs of our area's respective industries.

CHID will be hosting a sales group from MCCVB on January 24, from 10:30 to 2:00 PM, starting at Sunset Center. This presentation will be focusing on what Carmel can offer small, unique groups. The presentation will include the Food Tour, and information on meeting space and will end at La Playa.

Hotels and other business owners are invited to participate, especially those that have meeting space available.

Amy Herzog will be participating in the June IPW (Pow Wow) in Washington D.C. as part of the MCCVB booth.

Finance: Mark Watson handed out financial reports. We were down slightly in the last months of 2016. It was decided that the financial reports would be projected onto a screen in the future so they are easier to follow and read.

Meeting Adjourned at 4:15 PM