



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, October 5, 2017

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Mark Watson, Pam Sheppard, Christine Sandin, Mary Crowe (by phone)

Board Members Absent: Rich Pepe, Amrish Patel and Berit Keeble

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt and Nicole Dore, Burghardt+Dore Advertising; Kristen Hunter from Hunter PR; April Locke, Jennifer Kocher and Emily Summers from MCCVB; Sharon Friedrichsen, City of Carmel-by-the-Sea; Chip Rerig, City Administrator for Carmel; Bobby Richards, Carmel City Council; Angel Gonzalez, CSUMB Hospitality Program; Miranda Natras, Coachman's Inn; Alexandra Fallon, Carmel Public Library Foundation; Kevin Krueger, Plumpjack Group; Dianna Lowell, Horizon Inn; Harriet Lynn, Monterey County Lifestyles.

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

Amy Johnson welcomed everyone and asked for everyone from the public to introduce themselves. Went around the room with public introductions. No items that are not on the agenda were discussed.

Approval of Minutes: ***Pam Sheppard made a motion to approve the minutes from September 7, 2017. Mark Watson seconded the motion. Minutes approved.***

Presentation on Mindfulness: 30-minute presentation on mindfulness by Monterey Bay Meditation Studio by co-founders: Katie Dutcher and Marianne Rowe.

City Marketing Funds: Chip Rerig, City Administrator, gave an historic overview of marketing budget and marketing partners. Roughly \$120,000 spent annually, with some fluctuation over the last ten years. City also contracts with Burghardt+Dore (as does Visit Carmel) to handle marketing for City, and they have primarily focused on City's website and online marketing with these limited resources, and/or otherwise amplifying the City's marketing message with its partners. City is going to present options at November

City Council meeting about how to handle the budget given that Visit Carmel is now the primary marketing arm for the City. It will be proposed that the two budgets be combined and City funds be directed to Visit Carmel for oversight and distribution.

Chip mentioned that the restaurateurs are considering starting an improvement district that would also encourage collaboration and add to potential marketing funds. His vision is to encourage a unified message in promoting Carmel-by-the-Sea.

Open for questions – Christine asked about how access to City staff/Council and prioritizing of marketing message in terms of City's assets would work. Chip explained that the City would still retain a voice at the table of Visit Carmel. Visit Carmel could adjust bylaws in order to accommodate this.

Nominating Committee: Mark Watson went into the report from the Nominating Committee: 2 new applications received for board participation. Rich Pepe has also agreed to another term. Rich Pepe (Pepe International), Jenny McMurdo (Carmel Chamber CEO) and Kevin Kruger (GM Hideaway and Village Inn). New nominations were called for; no new nominations were put forth. Vote will occur on November 2.

Executive Director's Report: Amy Herzog gave the following updates to the Board.

DMA West Educational Summit in Las Vegas: She and Amy left the City safely on Friday, prior to the mass shooting at the country music festival. Gave update on main takeaways involving demonstrating value of tourism marketing to stakeholders, importance of authenticity in marketing a destination and how to best utilize data.

Mentioned distribution of group lead from Sunset Center for January midweek business. Third small group lead.

Met with head of DMO relations for Visit California in September and working with head of content management to increase Carmel content.

Gave update on behalf of Chamber: (5 business walks done in September, Visitor Center stats given, Shop Carmel Day to be launched on 11/25, Taste of Carmel 10/5).

Marketing and Advertising Report: Jeff presented a slide show that opened with the rebranding campaign again, including new video (which has now also been uploaded to Facebook page). Launched 9/11 in digital and traditional media. Total impressions 7.3 million for fall campaign.

He shared stats including click-through rates for various online campaigns. Mark commented that a cost-per-click analysis can be more telling than straight open or click-through percentages.

For instance:

Google Adwords – 100K impressions / 1.07% CTR

Facebook – 16,022 impressions / 2.155% CTR

Adara – 1M impressions / .08% CTR

Discussion ensued about the impacts of various online marketing methods (re-marketing, etc.). Sweepstakes and digital campaigns are added to traditional media to enhance impact. Reviewed top 20 sources of website traffic.

Mindful retreat sessions overview given. Need marketing support to increase signups. Amy H to send reminder email to inns.

Carmel's 101st birthday promo video shown (featuring Clint Eastwood).

Public Relations Report: Hunter PR reported the instagram contest winner selected. 200 entries were received for the first Instagram Carmel photo Contest recap. Social influencer outreach and vetting happening. Planning Nov. 5-8 familiarization trip, itinerary pretty well set.

Hunter handled all media leads and photo requests for the month; arranged individual media visits (Berkeley writer here recently, hotel reviewer etc.). September top coverage highlights: Forbes.com, NY Daily News, Country Living. Top social media posts were shared. October plans were reviewed. Discussion on social influencers ensued.

MCCVB Update: April Locke from the MCCVB reported the Fall Campaign launched "Fall Speed Ahead" video includes CBTS. Campaign is supported by re-marketing campaigns, eblasts, etc. CBTS image won their top Instagram post. Reviewed a recent visit with a Forbes travel writer. Carmel featured in Out Magazine. Group page CONVENE, La Playa was featured. The Big Sur bridge is reopening next Friday, October 13. Question asked: When is Conference Center opening? Mid-January best guess.

Financial Report: Mark Watson gave the Financial Report: We're down to \$46,000 in the account but projections look good to be up about \$125,000 at the end of our fiscal year.

Additions to the Agenda: Amy Johnson encouraged everyone to go to the next Council member. Amy H will speak on behalf of the board. Annual meeting on November 2, encourage stakeholders to come. No additions for next meeting's agenda.

4:30 Meeting adjourned for Closed Session.