



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS ANNUAL MEETING

La Playa Carmel Hotel

Camino Real at Eighth Avenue

Carmel-by-the-Sea, CA 93921

Thursday, November 2, 2017

3:30 PM

MINUTES

Board Members Present: Amy Johnson, Berit Keeble (outgoing), Kevin Krueger (incoming), Amrish Patel, Christine Sandin, Pamela Sheppard, Jenny MacMurdo, (incoming), Mark Watson

Board Members Absent: Mary Crowe, Rich Pepe

Also in Attendance: Amy Herzog Visit Carmel Executive Director; Jeff Burghardt and Nicole Dore from Burghardt + Dore; Kristen Hunter from Hunter PR; Jeniffer Kocher from MCCVB; City Administrator Chip Rerig; Vice Mayor and Council Member Carrie Theis; Council Member Jan Reimers; Council Member Bobby Richards; Alexandra Fallon, Carmel Public Library Foundation; Ken Spilfogel of Flaherty's Restaurant; Martha Torres from Carmel Plaza; Jennifer Fahselt, Monterey Airport; Rachel Tejeda, La Playa Hotel; Dianna Lowell, Horizon Inn; Julian Bills, Carmel Garden Inn; Krystlyn Giedt, Carmel Chamber; Peter Radler, Cypress Inn; Gillian Bryson, Mirabel Hotel & Restaurant Group; Harriet Lynn, Monterey Lifestyles; Pam Marino, Coast Weekly.

MEETING CALLED TO ORDER: Amy Johnson, Chairperson, called the meeting to order at 3:36 PM. She introduced board members present to the public.

Amy Herzog, Executive Director for Visit Carmel gave a presentation on the integrative marketing efforts of Visit Carmel with the MCCVB, Visit California, Burghardt + Dore, Hunter Public Relations, Carmel Chamber and local organizations.

Burghardt + Dore gave a presentation on the recent brand refresh for Visit Carmel, including new video footage and various results from fall campaigns.

Both presentations were thorough and well received.

Break was taken at 4:10 PM.

Amy Johnson called for public questions or comments. One person asked why the "dog friendly" aspect wasn't highlighted. Answer: this is already a well-known fact, so we chose not to spend additional resources on this. As a destination, we are still promoting it and not shying away either.

Amy Johnson called the official board meeting to order at 4:23 PM.

Public Comment: Carrie Theis spoke about the boost we received during the Napa/Sonoma fires and how she realized that we need to make visitors more aware of the wine-tasting opportunities we have on the Peninsula. There may be an opportunity to do more marketing in the wine sector.

Chip Rerig announced that the next Council Meeting Agenda will include a discussion about directing City marketing money to Visit Carmel to pool our resources. Board members and others interested were encouraged to come and speak at the Council meeting.

Approval of Minutes: Mark made a motion to approve the minutes from October. Motion seconded by Pam Sheppard. Approved Unanimously

Monterey Airport SCASDP Grant Update: Amy Herzog gave an update on the grant that Visit Carmel donated to the airport for securing a flight from Dallas to Monterey from Visit Carmel. The grant team at the Airport is requesting to be allowed to use the potential grant matching funds to pursue either a flight from Dallas or from Denver, with Dallas still very much the first choice. Questions were asked and answers were given by Jennifer Fahselt from the Monterey Airport. Christine made a motion to continue our partnership with the airport in pursuit of either new direct flight, with the preference on Dallas. Motion seconded by Mark Watson. Approved unanimously.

Marketing and Advertising: Jeff Burghardt presented a lengthy report on the marketing and advertising program planned for 2018. Efforts will be based on analytical information collected over the last four years. Key Performance Indicators will include website, referrals, lists (opt in), pay-per-click, social media, etc. A question was asked and answered about investment return on *Runner's World* magazine. Amrish Patel made a motion to approve the 2018 media plan. Mark Watson seconded the motion. Passed unanimously.

Financial Report: Mark Watson went over the most current operating statement and balance sheet. We should be in good shape headed into 2018.

Additions to the Agenda: Amy Herzog announced that there would be a closed session of the Visit Carmel board of directors on Thursday, November 9 to hear presentations/discuss new PR agency and Executive Director contracts.

Meeting Adjourned at 5:05 p.m.