



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS ANNUAL MEETING

Chapman Room, Sunset Center

Carmel-by-the-Sea, CA 93921

Thursday, December 7, 2017

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Jenny MacMurdo, Amrish Patel, Rich Pèpe, Christine Sandin, Pamela Sheppard, Mark Watson

Board Members Absent: Mary Crowe, Kevin Krueger

Also in Attendance: Amy Herzog CHID Director; Jeff Burghardt and Nicole Doré from Burghardt + Doré; April Locke from MCCVB; Mayor Steve Dallas; Vice Mayor and Council Member Carrie Theis; Alexandra Fallon, Carmel Public Library Foundation; Jack and Dawn Galante, Galante Vineyards; Sabrina from Manzoni Wines, David Fink, Mirabel and GourmetFest; Ashley Brune from the Abbi Agency (call in), Sandra Book, Carmel Chamber, Berit Keeble, Tradewinds, Kim Stemler, MCVGA. Ken Spilfogel, Flaherty Restaurant arrived at 3pm.

MEETING CALLED TO ORDER: Amy Johnson, Chairperson, called the meeting to order at 2:30 p.m. She encouraged everyone to share openly during discussions.

Public Comment:

Berit Keeble attended the recent Mindfulness Retreat at Sunset Center organized by Burghardt + Doré and spoke very highly of the experience. She encouraged others to attend the next session. Her property also secured room nights out of the advertising.

Alex Fallon from CPLF made announcements about their holiday fundraiser with the Hofsas House and the spring fundraiser with travel writers Pico Iyer and Don George at the Sunset Center on April 24.

Christine Sandin made an announcement that the Sunset Center just announced a concert with k.d. lang on Thursday, March 1, 2018. Tickets go on sale to the public on Friday, December 8.

Approval of Minutes: Christine made a motion to approve the minutes from November.

M/S: Christine/Jenny. Approved unanimously.

Special Presentations:

Jack Galante gave a presentation on the local wine industry. The industry creates \$1 billion in economic impact, driven by agriculture and tasting rooms. There are currently 70 tasting rooms in the County. In Napa Valley, 72% of hotel stays are directly attributed to the wine industry. There is a proven symbiotic relationship between the wine industry and tourism. Carmel has an opportunity in this regard. Currently, the local wine industry is building a coalition – wineries support each other and market the whole region. Example: they all promote Carmel's Wine Walk program. Jack is learning more about what Visit Carmel does but hopes that wine tourism will be considered as a marketing tool. There are currently 12 tasting rooms in Carmel. (The Carmel Wine Walk program is currently being transitioned out of the Chamber and into an independent association.)

Dave Fink gave a presentation on GourmetFest 2018 (5th year) and passed out promotional materials. Carmel-by-the-Sea is prominently featured in their logo and marketing efforts. Relais & Chateaux is their primary global marketing partner. The Festival takes place at La Playa. Over 2,000 guests participated. 625 room nights were consumed during the off-season month of March. Every year a Monterey County winery is featured. Four charities benefitted from \$50,000 raised. The event is attracting a younger audience. 3,000 guest are expected this year and some big name chefs. GourmetFest would like promotional coordination with its PR firm and marketing support (non financial) from Visit Carmel.

Marketing and Advertising: Jeff Burghardt presented a destination marketing update. For the benefit of our guest presentations, he first he reviewed existing overall marketing efforts, which include:

- website promotional efforts featuring events, shopping, wine tasting, art experiences plus hotels and restaurants, etc.
- e-blast promotions to an opt-in list of 47,245
- Carmel City Guide printed annually, features a map and events listing, quantity 50,000
- various media outlet advertising schedules (promoting off-season/midweek stays) including online
- Jeff presented a rough cut of a commercial proposed for January featuring romance packages and a prize package to Gourmet Fest 2018.

MCCVB Update: April Locke from MCCVB thanked Jack and Dave for their presentations and promises to help amplify Visit Carmel promotions for these events. She showed top Facebook Posts (the Carmel Mission, Mindfulness in Carmel, and Romantic Getaways) and top Instagram posts (beach images) and Carmel-related blog content. She also provided PR updates including coverage on Travel Channel, Forbes, Vogue, and more. MCCVB is now measuring how much engagement they get from their online influencer visits. Upcoming initiatives were reviewed including: Winter Campaign and Sweepstakes kicking off on December 8, extra holiday and winter press releases planned, a new visitors map brochure to replace the visitors guide, a live chat on SeeMonterey.com, and a new Group sales and Marketing Customer Advisory Board. The Monterey Conference Center is now open, and the Grand Opening event will be held on January 31, 2018. She also gave examples of how Monterey Wine Country is promoted through the MCCVB.

Public Relations and Social Media: Hunter PR is not here due to a date conflict; Amy Herzog will give the report on their behalf. There was a group media familiarization trip in November with 7 members that

featured art immersion, mindful at the beach, winetasting that was very well received and produced great coverage online (TravelPulse.com, circulation 700,000; BeaBroda.com, circulation 300,000). Facebook, Twitter and Instagram top posts were shared. We are still experiencing exponential growth in social media followers every month.

VISIT CARMEL Executive Director Report: The new PR agency (the Abbi Agency) will be here for a full-day meeting on December 19 with Amy and Burghardt+Doré. They are still finalizing details of the new contract. Amy and Jeff did an interview with Carmel Magazine regarding the new mindfulness initiatives, and also appeared on KION's coverage at the Carmel Christmas Tree Lighting. SCASDP grant applications are due December 15. A Visit California report was given, as well as the CCTC update.

Carmel Chamber Report: Jenny spoke about their Awards of Excellence event on December 6. She mentioned her excitement in welcoming their new board members at the event. New at the event this year: award winners were able to say a few words from stage about their business, which added a nice celebratory aspect for members. The "Community Champion" award was also introduced this year. The event was sold out. A holiday mixer is planned at La Playa on December 15. "Shop Carmel" was launched on November 25. A larger committee will be created to promote this concept all year long. Hospitality training with the Disney Institute is also being planned through the Chamber for membership participation.

Financial Report: Mark Watson went over the most current operating statement and balance sheet. Currently there is \$37K in the bank with about \$715K spent YTD.

Additions to the Agenda: None

Meeting ADJOURNED at 4:45 p.m.