



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, February 2, 2017

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Berit Keeble, Mark Watson, Rich Pepe, Christine Sandin, Mary Crowe, Amrish Patel

Board Members Absent: Pamela Sheppard, Monta Potter

Also in Attendance: Amy Herzog, CHID Director; Jeff Burghardt and Nicole Dore from Burghardt + Dore; Kristen Hunter from Hunter PR; April Locke from MCCVB; Chip Rerig from City of Carmel; Martha Torres from Carmel Plaza; Julie Armstrong from BSIM; Carrie Theis, Carmel City Council and Vice Mayor

MEETING CALLED TO ORDER: Amy Johnson, Chairman, called the meeting to order at 2:30 pm

Public Comment: None

Approval of Minutes: Mark Watson motioned to approve the January 19, 2017 minutes, Amrish Patel seconded the motion. All members present approved.

MCCVB Update: April Locke thanked Amy Herzog and Amy Johnson for the site tour given to members of the MCCVB sales group. The tour started at Sunset Center, followed the Food Tour route and ended at La Playa, with several sites being pointed out along the way. Time was very limited for this tour. April also mentioned that the MCCVB Quarterly Marketing Report and the Marketing Intelligence Report have both been released and are available on the SeeMonterey.com website. April also mentioned that the MCCVB is close to hiring a new ad agency and she brought copies of the 2017 Visitor's Guide.

Public Relations and Social Media: Hunter PR was sent a "Direction to Hunter PR" on January 20, 2017 as a follow-up from the board meeting on January 19, 2017. The letter stated that the board has agreed to extend the current PR contract with Hunter PR through December 31, 2017. The letter also asks for specific deliverables and suggests some potential editorial ideas.

Kristen Hunter presented a tentative plan for PR for the next few months. Some tweaking will be done based on the other marketing programs in place. It was suggested that Romance be the theme for a press release in February with #lovecarmel. March or April will have a Spring Fam tour with an arts theme. For April the PR pitch will be Mindfulness and Wellness; May will focus on the Arts. Social media will have an Arts focus. Other messaging will include Book Direct; use Carmel as a Home Base; and Pet Friendly. A few Writers may be invited to attend the Carmel Art Festival in May. Kristen Hunter will be attending the New York City Media Boot Camp in March.

Marketing and Advertising: Burghardt + Dore received a "Direction to Burghardt + Dore" on January 23, 2017 as a follow-up to the board meeting on January 19, 2017. The letter states that the board has allocated \$230,000 from the 2017 budget to be used to implement some of the campaigns pitched at the last meeting. Based on this letter Jeff Burghardt and Nicole Dore presented a marketing plan that includes: Fitness Program and Retreats; Mindfulness Program and Retreats; Art Immersion Program; Experiential Image and Campaign; and Website Development. These will include some strategic brand partnerships.

Jeff reminded the group that our objectives include leveraging trends in travel, having a multifaceted campaign, attracting national media, capturing new customers, engaging visitors and building long-term growth.

Jeff Burghardt requested Hotel Packages for the Art Festival including 3-three night stays that can be used in a Sweepstakes being run in the Bay Area on NBC Today Show. Sweepstakes packages may also include a poster, wine walk passport and dinner.

Jeff Burghardt is also in touch with "America's Coach Jeff Galloway," a fitness and running coach. They are working on a retreat at the end of March that will include hiking and running. Jeff Burghardt and Nicole Dore are working on running and hiking maps that can be easily used by visitors to the area.

Amrish Patel as well as others brought up the need for making sure we think about how to measure the effectiveness of these campaigns so that we can continue to refine and improve.

Mark Watson made the motion to approve the Burghardt + Dore budget proposal for the new campaigns. Mary Crowe seconded the motion. All members present approved.

Visit Carmel Executive Director's Report: Amy Herzog will attend the IPW with the MCCVB group sales team in Washington DC in June. She will need some material to hand out to the attendees.

Amy Herzog has been nominated to the Board of the CCTC. She has secured a spot for Carmel on the annual Map of the Central Coast.

Amy Herzog has continued to meet with innkeepers that participate in the CHID. So far she has meet with 16 Inns.

The Carmel Chamber asked Amy Herzog to give a presentation at the State of the Chamber Annual Breakfast. The breakfast attendees appreciated the presentation and information on what the CHID and Visit Carmel is doing and has already accomplished.

Event Policy Discussion: A draft for a Visit Carmel Marketing Support for Local Events Policy was presented. There was a discussion on the draft and what type of promotional support we can offer and what Visit Carmel might ask these events in return. An example would be can we request a link on the event's website and can we cross-promote on email lists. Amy Herzog will re-write the draft based on the discussion.

Meeting Adjourned 4:45 PM