



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, March 2, 2017

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Berit Keeble, Rich Pepe, Christine Sandin, Mary Crowe, Amrish Patel, Pamela Sheppard, Monta Potter

Board Members Absent: Mark Watson

Also in Attendance: Amy Herzog CHID Director; Jeff Burghardt (by phone) from Burghardt + Dore; Kristen Hunter from Hunter PR; April Locke from MCCVB; Chip Rerig City of Carmel; Carrie Theis, Carmel City Council and Vice Mayor; Julian Bills owner of Carmel Garden Inn; Alexandra Fallon new Executive Director of Carmel Library Foundation; Hella Rothwell from the Carmel Art Festival; Rohana LoSchiavo owner of Carmel Art Tours

Prior to the meeting Alexandria Fallon gave a short presentation on the Carmel Library Foundation and up-coming events that they are hosting.

MEETING CALLED TO ORDER: Amy Johnson, Chairman, called the meeting to order at 2:40 PM

Public Comment: After introductions of guests, Rohana LoSchiavo introduced herself and gave a brief description of her business, Carmel Art Tours.

Due to the possibility of some members needing to leave early the order of the agenda changed.

Amy Johnson stated that the Visit Carmel By Laws state that the officer's terms are to last for a period of one year and it has been one year since the current officers were elected. Prior to the meeting Amy requested volunteers for the positions of Chairman, Treasurer and Secretary. Berit Keeble did not wish to be considered for a second term as Secretary. Christine Sandin volunteered for the position of Secretary.

Amy Johnson stated that she and Mark Watson were agreeable to a second term. No other board members requested to be considered. Mary Crowe moved that we elect Amy Johnson as Chairman, Mark Watson as Treasurer and Christine Sandin as Secretary. Pamela Sheppard seconded the motion, all members present approved.

It was discussed that the board members terms are three year terms. Monta Potter has resigned her position at the Carmel Chamber and will be leaving the board of Visit Carmel. She hopes that another member of the Chamber will be elected to the Visit Carmel board. Civitas, the district management advisory company, suggested that since 6 of the 9 board members started at the same time we should start rotating next year and not have all leave at the same time. Amy Herzog will send out an email to stakeholders asking for volunteers to fill future open positions on the board. At this time we do not have term limits. Christine Sandin suggested rotating representatives from Sunset Center for three year terms.

Chip Rerig requested Visit Carmel give the annual update at the April 4 City Council meeting. An Ad Hoc committee was formed with Mark Watson, Mary Crowe and Carrie Theis to prepare the presentation. The MCCVB and Jeff Burghardt will also be presenting at the City Council Meeting.

Amy Johnson stated that the Carmel Residents Association is having a meeting on Sustainable Tourism on March 23. Amy Johnson has been asked to be on the panel. Amy J. asked any board members could assist in preparing any materials. Rich Pepe and Berit Keeble will help and attend.

Approval of Minutes: Christine Sandin motioned to approve the February 2, 2017 minutes. Amrish Patel seconded the motion. All members present approved.

Revised Event Policy: Amy Herzog presented a revised Event Policy with changes to cross promotion and the form. Christine Sandin asked about requests for sponsorships with trade outs, an example would be advertising. It was discussed that this would be decided on a case by case basis, however it may fit into our policy because a monetary payment would not be involved. Rich Pepe moved to approve the revised Event Policy, Berit Keeble seconded the motion. All members present approved. A copy of the policy is attached.

MCCVB Update: April Locke announced that the MCCVB has hired a new advertising agency, MMGY Global. This agency specializes in hospitality. The MCCVB has plans to focus on family fun and outdoor adventure themes and develop more robust co-op programs. They also are working with San Jose and Santa Cruz to encourage more airlift into SJC.

Big Sur and road closures were discussed. MCCVB has an update on the seemonterey.com website with a map and links to road information. They are trying to approach it with a positive outlook on social media. MCCVB will be meeting with CCTC regarding the closures.

Public Relations and Social Media: Kristen Hunter stated that she was working on an April Fam trip. A press release titled "Art Around Every Corner" will be sent out in April. In April the PR approach will

start towards Fitness, Wellness and Mindfulness with a pitch letter going out to fitness publications. April and May will also focus on book direct messaging on social media. Kristen will be attending the Visit California media event in New York City later this month. And their social media specialist will be coming to Carmel to shoot new photos and video for future social media posts. In February both Met Golf and Golf Magazine had articles about Carmel. The Hunter PR presentation is available upon request.

Marketing and Advertising: Jeff Burghardt discussed the Bay Area Today Show sweepstakes promotion. He designed a banner ad for the Carmel Art Festival that everyone liked, including Hella Rothwell. This ad will start on Monday.

There is a page for hotel packages for the Carmel Art Festival on the Carmel website. There is also a page for retreats which features the Scenic Fitness Retreat. The Fitness retreat webpage has had 1500 visitors in the past two weeks that it has been live.

Burghardt + Dore is working on the Walking, Hiking, Running app. At this time areas that are not open due to the fire, floods and road closures will not be included or will be marked. These areas will be added as they become open. Work is also being done on the Art Immersion app.

A comparison of other destination TOT numbers for Nov-Dec 2016 revealed that Carmel is up 12% YOY and represents a 4.2% gain on the competition. And website analytics for Oct 2016 – Feb 2017 show an increase of 10-11% YOY.

Visit Carmel Executive Director Report: Amy Herzog attending the MCCVB Sustainable Tourism Symposium. Video of the entire day will be posted at <https://csumb.edu/hospitality/sustainable-hospitality-development-symposium>. One of the take away ideas Amy Herzog came back with was the popularity of sustainable tourism. Costa Rica, one of the leading destinations for eco friendly tourism, has managed to extend the average guest stay in Costa Rica from 3 days to 13 days in the past 25 years.

Amy H. reported that she accompanied the MCCVB, along with Visit California and Aero Mexico, which brought a group of travel agents from Mexico City into Carmel for an afternoon tour and dinner.

Amy attended the Visit California Outlook Forum in Santa Barbara earlier in the week where she met our Visit Cal reps – invited both to a future board meeting. Also made a good contact with Brand USA. Visit Cal Marketing Campaigns will include:

- “Live the Dream,” Kidifornia (family travel), luxury travel, culinary and outdoors campaigns and they have research behind it. Printed research and downloaded version available.
- Big ad campaign going with British Airways – HUMOR! Funny and self-deprecating. Five gateways into CA now from GB as they have just added Oakland.

On the international front, China continues to dominate and is expected to pass Canada and Mexico as a source market by 2020 – will be seeing 2M annually in 3 years. Another source said to expect double the

visitors in the next 4 years. There has been an explosion in airlift from 3 to 15 gateways from China into CA. Next to watch is India, which established its first non-stop to CA this year.

2017 Megatrends - Lots of discussion about experiential travel – continued demand for sensory experiences in travel across all demographics from Millennials to Boomers. Authenticity is key – the goal should be truth, not staged.

Financial Report: Mark Watson was not in attendance but he did provide a working budget. He has requested estimated costs from Hunter PR on the Fam Trip and NYC media trip as well as Burghardt + Dore estimated costs so he can move some of the funds out of contingency and into a specific category.

Highway One Closure: Chip Rerig stated that the Mayors of the local cities will be sending letters to the representatives and the governor to encourage fast repair work on Highway 1.

There was a discussion on how to approach the problems with a positive attitude and that individuals can still have the “Big Sur Experience” by staying in Carmel and driving as far as Rocky Point, visiting Pt Lobos and the west side of Garapata State Park along the way. Perhaps the Carmel Chamber and Carmel California websites could post maps that could include how to get to Carmel from 101.

Monta Potter stated that restaurants and hotels could offer temporary jobs to those individuals that cannot get to work in Big Sur. Job openings can be posted on the Chamber website.

Berit Keeble suggested contacting the hotels in Big Sur regarding what they are telling their guests. They can suggest staying in Carmel and if the road opens the guests can continue to Big Sur.

Meeting Adjourned at 4:45 PM