



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, April 6, 2017

2:30 PM

MINUTES

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

Board Members Absent: Amrish Patel

Also in Attendance: Amy Herzog CHID Exec Director; Jeff Burghardt and Nicole Dore from Burghardt + Dore; Kristen Hunter from Hunter PR; April Locke and Jaclyn Aiello from MCCVB; Mayor Steve Dallas, City of Carmel; Carrie Theis, Carmel City Council and Vice Mayor; Lauren Banner from CRA & Lovers of Carmel Beach; Ben Beesley, Chair of Carmel Chamber Board; Hella Rothwell from the Carmel Art Festival; Ken Spilfogel of Flaherty's Restaurant; Martha Torres from Carmel Plaza; Angel Gonzalez, CSUMB

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

Public Comment: After introductions of guests, Monta Potter distributed a flyer on the status of Big Sur and also passed around a copy of the latest occupancy report for viewing. She also updated everyone on a recent public email ruling that she learned about through Civitas and reminded board members of public email protocol.

Approval of Minutes: ***Christine Sandin made a motion to approve the minutes from March 2, 2017. Mary Crowe seconded the motion. Minutes approved.***

Sustainability: Amy Johnson reported on the recent Sustainable Tourism panel she and Monta participated in that was hosted by the Carmel Residents Association on March 23, and she thanked those who were in attendance. As a result, Visit Carmel is assisting in promoting sustainable tourism, specifically the CRA's "Lovers of Carmel Beach" initiatives. BD Agency put together an info tent for hotel rooms. Discussion ensued about collateral content and costs. It was ultimately decided that a split of

costs between all parties involved (City, CRA, Visit Carmel) in such initiatives would be appropriate; however, for the tent cards alone (which go directly in the hotel rooms) Visit Carmel would show good will by covering these specific costs. It was discussed that a rack card has also been designed with this same information should the chamber of commerce or residents association want to pay to print and distribute in the commercial district and at the visitors center. ***Christine Sandin made a motion to approve, pending edits to copy, an expenditure of \$1,800 for 5,000 pieces. Mary Crowe seconded. Motion was approved by all members present.***

MCCVB Update: April Locke added to the topic of Sustainable Tourism by reporting on the initiatives that the MCCVB is promoting. “Visit Like A Local” includes ads in local media, improvements to the website, video clips promoting sustainable tourism, quotes from Congressman Panetta, etc.

April also reported on the status of tourism in Big Sur and explained how the MCCVB is keeping a pulse on the issues there and messaging the situation to potential tourists. Further, she gave a report on the spring ad plans, FAM trips and spring advertising co-op opportunities. She mentioned a serviced called Linqia that identifies the biggest curators of specific online blogs, gave an update on the conference center and reported that there are currently openings on the MCCVB board (applications due May 5).

Public Relations and Social Media: Kristen Hunter reviewed her presentation of March highlights, including an update on the media event she attended in New York City, press releases distributed, responses to numerous media requests, and social media activity analysis. She reported on April and May plans, including planned FAM trips and an “online influencer” event in July they are hosting with “Bitches Who Brunch.” Rich Pepe had questions on FAM expenses and influencer events and expressed his support of this type of activity.

Marketing and Advertising: Jeff Burghardt presented a lengthy report on marketing and advertising efforts conducted for Visit Carmel (recent and future planned) on his firm’s behalf, including:

- Website traffic analysis including:
 - Email marketing – campaigns and open rates
 - Top 20 web visits by region
- Traditional and digital marketing mix:
 - Television – 4 million impressions achieved
 - Print – Alaska Air ad
 - Digital – Google/Facebook/TripAdvisor recaps
 - Sweepstakes – Art Fest sweepstakes up to 3,000 entries
- Marketing calendar:
 - Los Angeles Fall 2017 focus
- New marketing projects:
 - Fitness brochure received very positive feedback
 - Guided hikes to be offered by Chris Cleary from Treadmill
 - Meet and Greet with Jeff Galloway planned for BSIM weekend
 - Proposed dates for upcoming 2017-18 retreats:
 - Nov. 16-19; Dec. 7-10; Jan. 18-21; March 15-18; April 5-8
 - Additional content generation and collateral assets in progress

Visit Carmel Executive Director Report: Amy Herzog reminded everyone that producing an annual report is a requirement Visit Carmel must fulfill. This information will also be presented at a public meeting in Council Chambers on Monday, May 1st.

The Winemakers Celebration on May 7 asked for support from Visit Carmel. They have the informational package necessary to move forward.

The IPW trip is coming up, and Amy explained again how that appointment process works and how to best prepare for it – including any potential sales materials needed.

She gave an update on CCTC activities.

Financial Report: Mark Watson went over the most current operating statement and balance sheet.

Additions to the Agenda: Rich Pepe announced that he thinks there might be interest from the Carmel-by-the-Sea restaurant community in forming a similar improvement district like the inns have done. However, he thinks it might be difficult for them to handle all of the administrative tasks and would also not want to be duplicating Visit Carmel marketing efforts. Therefore, he suggested a model whereby Visit Carmel absorbs some of these functions to benefit everyone. The idea was met with widespread enthusiasm.

Meeting Adjourned at 4:47 PM