



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, June 1, 2017

2:30 PM

.

MINUTES

Board Members Present: Amy Johnson, Berit Keeble, Amrish Patel, Pamela Sheppard, Mary Crowe, Mark Watson

Board Members Absent: Rich Pepe, Christine Sandin

Also in Attendance: Amy Herzog CHID Exec Director; Kristen Hunter from Hunter PR; Jaclyn Aiello & Alliah Sheeta from MCCVB; Carrie Theis, Carmel City Council and Vice Mayor; Chip Rerig, City Administrator for Carmel; Bobby Richards, Carmel City Council; Martha Torres, Carmel Plaza; Valarie L. Schad, Carmel Int'l Film Festival

MEETING CALLED TO ORDER: Amy Johnson, Chairman, called the meeting to order at 2:33 PM

Public Comment: None

Approval of Minutes: ***Berit Keeble made a motion to approve the minutes from May 4, 2017. Pam Sheppard seconded the motion. Minutes approved.***

Executive Director's Report: Amy Herzog gave the following updates to the Board.

- Jeff Burghardt, Kirstin Hunter and Amy worked on an analysis/overview for the marketing assistance CHID has provided to local events during the past year.
- There is now an online "Press Request Form" on VisitCarmel website.
- Sustainable Tourism tent cards have been distributed to all Carmel inns.
- Amy Herzog leaves June 2, 2017 for the POW WOW Trade Show in Washington DC. Amy shared copies of the flyer/brochure that CHID put together to market Carmel. It includes a map of the "Golden Triangle" of common travel route that includes Las Vegas and Yosemite. Amy mentioned that a survey had been sent out to all the shareholders meant to give Amy idea of what Inns are looking for with regard to travel groups.
- Airport Grant for direct flight from Dallas to MP has received enough response for funds to give the airport what they need to proceed.

- Visit CA has been receptive to suggestions on updating their content on their website. Amy Johnson noted that this is a direct result of Amy Herzog's involvement with the CCTC.

Stakeholder Reimbursement Program: Continuing discussion to reimburse inns who provide accommodations at the request of CHID. Mark Watson, after consulting with CIVITAS, proposed a set of guidelines provided by CIVITAS with some suggestions for minor revisions meant to simplify the program. The main points include:

- The Board would allow up to \$150 maximum per night reimbursement.
- Inns would not be eligible for reimbursement if there is a payment by the guest, including a media rate.
- Inns would be responsible for submitting a request for reimbursement to Visit Carmel for qualifying stays (which would be for Visit Carmel-managed projects).
- Inns would be offered the opportunity to host on a rotating basis. A system would be created to track participation.

A final draft of the program will be prepared and presented at a future Board Meeting.

MCCVB Update:

- Carmel photoshoot taking place this week as part of the MCCVB's continued rebranding efforts for their website.
- MCCVB extended the June 2nd deadline for shareholders to order free Big Sur information packets as part of MCCVB's marketing efforts to promote Big Sur during the Hwy 1 closures. Orders will be distributed over the next two weeks. They are also hosting a Big Sur media FAM going on this week.
- Reminder of Chinese Tour Operators reception on June 1st at 5:30pm at Vesuvio Lounge.
- Currently, there are four initiatives they are actively working on. They include: International travel, Big Sur, sustainable travel and FAM protocol.

Public Relations and Social Media: Kristen Hunter reviewed her presentation of May highlights, including an update on the social media generated by the latest FAM trip by Christina Pollack, a local who did a Staycation, and press releases distributed. Top posts included: Conde Nast Traveler online and Via Magazine. Social media top posts included beach video on FB, Art post on Twitter and a beach shot on Instagram. Kristen intends to follow up on targeting International markets and will coordinate with the MCCVB.

Karen Morgahan via a phone gave a lengthy and detailed presentation on the trend of Influencers in destination marketing. Influencers, defined as persons who wield influence through posts, have become a very integral part of Social Media campaigns. CHID asked Karen to research "Influencers" to guide the Board in developing Philosophies/Policies so that the Board can more effectively utilize their services to promote Carmel.

The highlights of Karen's findings are as follows:

- Visuals are CBTS biggest asset. Instagram is the most important platform. The key to Instagram is to use carefully "curated" and "artistically" produced images.
- There are 4 Key components to successful Influencers: Trust, Authenticity, Responsiveness and Engagement

The question of how CHID can work with social influencers was discussed and a number of benchmarks suggested. The Board expressed a need to establish a set of “Deliverables and Expectations” for visiting Influencers. HPR provided feedback and suggestions for the board to consider. Karen gave 4 different levels for CHID to consider for engaging with Influencers. After some discussion, the Board decided that Level 2 would be a good starting point.

Level 2 is comprised of:

- Plan an all expense paid visit, typically for the influencer and a photographer
- Set a “loose” itinerary, similar to a FAM
- Agree upon and specify deliverables before the visit
- Payment of an agreed upon “fee” which can range from approx. \$1500 - \$10K. The Board liked the HPR proposed fee of \$5500 for “Dame Traveler” with 355,000 Instagram followers plus \$750 additional fee for the Instagram Takeover for the day.

Mark Watson made a motion to dedicate \$10K in contingency funds to HPR from the 2017 Budget for further exploration of the Influencer proposal including payment to an influencer to come and market Carmel. This proposal would include specifics outlined in Level 2 including measurables. Mary Crowe seconded the motion. It passed with Unanimous support. HPR agreed to work with MCCVB in utilizing the Rival IQ software program that was purchased by the MCCVB. The software is specifically designed to track engagement.

Marketing and Advertising: Jeff Burghardt via phone in presentation announced that the Fitness Initiative Brochure has finished a second printing and has been distributed. Their firm has been working on rebranding the art portion of the VisitCarmel website. Their firm continues to make headway on marketing opportunities for the art, fitness, and mindfulness campaigns. They are beginning the creative design process for a Mindfulness Brochure (similar to the Fitness Brochure). A schedule has been developed for the first Mindfulness Retreat to be held at Sunset Center November 15, 16, & 17, 2017. Jeff purposely overlapped the first Mindfulness Retreat with the Fitness Retreat for FAM trips scheduled during that time. Rich Fernandez, CEO of Google and Foundation for Mindful Society, Board Member, will be providing an opt in list as a target marketing base for the Mindfulness Retreats. Jeff is also working on a Brand Refresh for CBTS. He has secured a top photographer and videographer to capture the style and feel for Carmel. This is a comprehensive effort that will cover all mediums including logo enhancement and tag line options.

Financial Report: Mark Watson went over the most current operating statement and balance sheet. Everything looks in order. There is currently a \$8K surplus over projected budget due to a better than anticipated 1st QTR. Mark mentioned that due to the timing with Burghardt + Dore billing cycles approximately \$30K that has been budgeted for advertising with their firm remains in the account.

Additions to the Agenda: Amy Johnson recapped efforts regarding Board Member term limits. Bylaws currently state that a few board members need to rotate off every year. However, efforts to find replacements for the position of President and Treasurer have not been successful and the board seat vacated by Monta Potter’s retirement leaves an at large position to be filled. Amy suggested that bylaws may need to be revised to extend term limits for existing members. Bobby Richards announced

the replacement for the Executive Director of the Carmel Chamber. She is Jenny MacMurdo formerly the CEO of the Chamber in Lemoore, CA. Next Board meeting will be on Thursday, July 6 at 2:30pm at the conference room at the Hofsas House due to the Bach Festival at Sunset Center. Amy Johnson, Chairman, recommended that no Board meeting take place in August.

Meeting Adjourned at 4:22 PM