



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, December 6, 2018

2:30 PM

MINUTES

Board Members Present: Kevin Krueger, Pamela Sheppard, Rich Pepe, Ken Spilfogel, Jenny MacMurdo, Mark Watson, Mary Crowe, Chip Rerig

Board Members Absent: Amrish Patel

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune and Steven Smith, Abbi Agency (via phone); April Locke, MCCVB; David Laredo, Attorney at Law; Carrie Theis, City Council and Hofsas House; Jo Todd, Resident; Jeff Burghardt, Burghardt + Dore Advertising; Berit Keeble, Tradewinds Carmel; Gina Delli-Gatti & Elana Kline-Thompson, Sunset Center; Martha Torres, Carmel Plaza; Harriet Lynn & Wendy Fields, Monterey Coastal Life Styles and Tai Chi & Tea by-the-Sea; Anthony Carnazzo, The Stationaery; Sarah Kabat-Marcy, Cultura; Dale Byrne, Carmel Cares; Suzanne Gravelle, Carmel Area Reservation Service; Sandra Book, Carmel Chamber Visitor Center; Steven Whyte, Steven Whyte Studio and Gallery; Joaquin Turner, Joaquin Turner Gallery; Cathy Prager, Tradewinds; Greg Ahn, 7th and Dolores.

MEETING CALLED TO ORDER: Rich Pepe called the meeting to order at 2:34 PM

Public Comments: Wendy Fields and her partner Harriet Lynn are offering a for hire group activity that combines Tai Chi at Carmel Beach followed by Tea Tasting at a Carmel residence. More information can be found on carmelcoastallifestyles.com. Handouts were also made available at the meeting. Suzanne Gravelle asked the board to add a future agenda item that would discuss procedures for handling group requests or group gatherings in CBTS. Jo Todd is available to hire for flyer distribution and Holiday Caroling. She can be reached at 310-948-1318.

Approval of Minutes: **Mary Crowe made a motion to approve the minutes from November 1, 2018. Jenny MacMurdo seconded the motion. Minutes approved.**

Brown Act Review: David Laredo, De Lay & Laredo Law Firm, gave a summary overview of the Brown Act at the request of the Board. The Brown Act was enacted to ensure public access to decision making, public oversight of decision making, and proper protection of privacy rights.

Highlights include:

- Notice of a meeting is required announcing What, Where and When 72 hours in advance.
- A meeting must have a quorum. Members of the Body are not allowed to discuss matters before or after a meeting. No discussion can take place of items not listed on the agenda.
- Conversations between a member of the Body and a member of the Public is permissible.
- Attendees do not have to sign-in.
- Public can discuss an item not on the agenda during public comment. Public must be allowed to talk about an item on the agenda before a decision is voted on. Any item raised by the public not on the agenda, if a discussion is desired, they must request it be put on a future agenda.
- Each person must be allowed to speak before the body but within the allotted minutes (typically 3 minutes). Criticism is permissible, but slander of an individual is not.
- There is no time limit on meetings.
- All votes require a roll-call to record members action for the record.
- Closed Sessions are permissible in a limited capacity but a report needs to be taken.
- If a member of the Body abstains from participating in a decision, the member must state specifically why they are abstaining for the record and leave the room. The member can only remain in the room after abstaining if they have a personal interest in the matter.
- Contract discussions need to be public. The Body can appoint a Negotiating Committee to deliberate and bring recommendations to the Body.

There is going to be a full Brown Act overview on December 14, 2018 in Pacific Grove. Amy Herzog is attending on behalf of Visit Carmel.

Carmel Innkeepers Association: Carrie Theis reported that the CIA is consolidating efforts with Visit Carmel. Efforts include the website, printing and distributing of maps and brochures as well as marketing. The CIA's new role will focus on the hosting program and social gatherings. In January, the CIA will provide two opportunities to receive training and the 2019 schedule for the Hosting Program. The new fee to participate in the CIA will be \$50 per Inn. The CIA will continue to help contribute to Visit Carmel for the cost of map and brochure distribution.

RID Committee Member Appointment: The following people were elected to a one year term. Funding for the RID begins January 1, 2019. All meetings will be subject to the Brown Act and open to the public.

- Greg Ahn – 7th and Dolores Restaurant
- Anthony Carnazzo – Stationary
- Colleen Chen – Il Tegamino
- Sarah Kabat-Marcy – Cultura Carmel
- Ken Spilfogel – Flaherty's and Village Corner
- Rich Pepe – Pepe International

Jenny MacMurdo made a motion to accept all nominated members to the RID committee, Ken Spilfogel seconded the motion. Motion unanimously passed

The Visit Carmel 2019 meeting calendar was presented to the Board. Except for the 1st meeting which is scheduled to be Thursday, January 10, 2019 and the cancellation of the July 2019 meeting, all remaining meetings will be held on the 1st Thursday of every month at 2:30pm at Sunset Center. The Board unanimously agreed to the proposed 2019 schedule.

Treasurer's Report: Visit Carmel has \$89,905 on the Balance Sheet as of November 30, 2018. We are \$45K ahead of cash flow for the year and \$24K under budget for the year. Highlights include: Annual budget set with modest CPI of 2.3% revenue growth. The line item, PR and Marketing Reserve, on the annual budget is the new funding from the RID. The first collection of RID funds will be used to pay back the City and the restaurants that paid CIVITAS to form the RID. The total revenue projected in 2019 is \$973,720. Total expenses are projected at \$877,377. \$200,000 is being slated for a reserve/contingency, \$120K of the reserve/contingency funds will help finance the start of the 2020 marketing campaign. Next year's budget should see an improved cash flow, only the period between February and March of 2019 is projected to have a deficit. Jeff mentioned that changing the calendar year budget from July to January has provided new challenges with cash flow at the beginning of the year. Chip Rerig feels we need to continue to have good reserves to start the new year strong. Since our marketing focuses on the shoulder seasons it's very important to have adequate funds for the early campaigns. The Board is hoping to move to cash reserves of \$300-\$400K over time.

Executive Director's Report:

- The RID brochure is ready for distribution to the restaurants. It will explain procedures for collecting the new assessment, suggested verbiage to alert staff and visitors and will highlight website marketing opportunities with Visit Carmel. It will also describe a "hidden page" for restaurants on the website with all the information contained in the brochure as well as a survey.
- Denver Flight announcing an 80% load for the first month.
- Dallas Flight announcing a one week run in February during the AT&T with a full schedule slated to begin on April 2, 2019. VC is putting some effort into marketing for the February run helping to create some packaging for the AT&T with stakeholders, but ultimately will put its primary focus on promoting the more stable April launch.
- Meet the Makers event partnering Art and Wine went well considering it was the first event of its kind. Ideas for improving the event include lessening the long lines to join the event, keep the wine consumption off the sidewalks and expand the event to include cheese, honey and chocolates. The Board is supportive of making this a twice a year event. Further discussion is needed to come up with a second date to avoid potential conflicts with other events. The money raised at the October event went to support the Figge Scholarship. Galleries were happy with the turnout for the event.
- Wall Mural is still on track but discussions are on hold till Spring.
- Monthly Eblast went out to all Stakeholders alerting them to time sensitive opportunities to get involved in co-op marketing and workshops.
- CCTC has revamped its marketing strategy for its \$120K budget (\$60K is matching funds from Visit CA) switching to 25% International marketing and 75% National with a focus on an East Coast campaign. Amy attended the CCTC Workshop in November in Monterey.
- Visit CA is focusing on a Wildfire communications update. They also just released their research about visitors to the Central Coast. Highlights include: Central Coast visitors stay half-day longer than CA visitors overall; CC visitors spend nearly three times as much as total CA visitors; Only 4% of total CA visitors spend time in CC region; Majority of CC visitors are from in-state; CC visitors stay longer and spend more nights in traditionally paid accommodations.

Marketing and Advertising:

- Fall Campaign saw an increase to the email list by approximately 9K people with 57K total subscribers. This was in large part due to the opt-in for the Sweepstakes.

- Website traffic is up 15% over last year, with 15% being new users. November saw a 9.4% increase in hotel referrals.
- Winter Campaign begins just after New Years. Campaign will run for 5 weeks with more digital ads, less TV and minimal print. Bay Area is the target market. Visit Carmel will be running another Winter Sweepstakes. January is restaurant month for CA. AI and Programmatic Media with the help of Quantcast software will be in effect during the Winter Campaign targeting both the fly and drive markets. Social Media ads will also be running.
- AA will be offering their Dallas flight for one week during the AT&T Pro Am, and then in earnest in April. Marketing opportunities are being discussed with stakeholders to promote this flight via packages.
- B+D will create an exclusive hotel landing page on the Visit Carmel Website to promote the Denver flight. The Landing page has a link to United Airlines.
- Co-op print, digital, social and eblast opportunities are available for Stakeholders with Via Magazine. The total cost for 300K targeted magazine inserts is \$28,300 and 500K is \$38,700.
- Carmel residents, Patty Lakamp and Dominick Giarraputo, have created a Christmas song titled, Christmas in Carmel, available on Youtube.

Public Relations and Social Media: reported by Ashley Brune and Steven Smith (Via Phone):

- Fall Fam in October was very successful. So far this year, the Abbi Agency has garnered 50 pieces of coverage with 44 back links that will boost up our search ranking on Google.
- Our high domain rank authority is currently 70 out of 100 for November. It was 69 in October. Carmel continues to see growth in our SEO impact.
- There were 6 Media Fams in October. The Highlight was a 2 page spread in Coast Magazine. For the first time the Abbi Agency had 2 paid influencers visit Carmel. Both were considered very well worth the investment.
- Social Media stats show 75% users are female vs 25% male. Instagram saw a 9.7% increase over the last period. Visit CA increased their follower growth for the Carmel area by 1.22%.
- The Fall Fam Group generated 50-60 pieces of content. The two paid influencers, Amelia Paquette and Julian Hatfield, have large Bay area audiences. The spike in audience growth from the Bay area is being attributed to their posts.
- The Abbi Agency has created a meditation brand post featuring audio of Rich Hernandez leading a meditation with a video segment of Carmel Beach.
- #DearCarmel, Linkedin Ads and Passageway Tour will continue to be a part of the Social Media focus.

Kevin Krueger mentioned a future social media campaign could involve soliciting past influencers and Fam participants to post “throwback photos/videos”.

Additions to the Agenda: Ken Spilfogel requested a future agenda item for January Restaurant Month in 2020.

General Meeting Adjourned at 4:50PM