



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS ANNUAL MEETING

Chapman Room, Sunset Center

Carmel-by-the-Sea, CA 93921

Thursday, January 4, 2017

2:30 PM

MINUTES

Board Members Present: Mary Crowe, Amy Johnson, Kevin Krueger, Jenny MacMurdo, Rich Pèpe, Christine Sandin, Pamela Sheppard, Mark Watson.

Board Members Absent: Amrish Patel

Also in Attendance: Amy Herzog CHID Director; Jeff Burghardt and Nicole Doré from Burghardt + Doré; April Locke from MCCVB; Jessica Keener from MCCVB; Vice Mayor and Council Member Carrie Theis; Council Member Jan Reimers; Martha Torres, Carmel Plaza; Sandra Book, Carmel Chamber Visitors Center; Berit Keebler, Tradewinds; Ken Spilfogel, Flaherty Restaurant; Magely Francis Ibrahim from Patisserie Boissiere; Ashley Brune from the Abbi Agency (call in).

MEETING CALLED TO ORDER: Amy Johnson, Chairperson, called the meeting to order at 2:33 p.m. She encouraged everyone to share openly during discussions.

Public Comment: None.

Approval of Minutes: Christine made a motion to approve the minutes from December.

M/S: Christine/Jenny. Approved unanimously.

Carmel Restaurant Improvement District: Rich Pèpe gave a presentation on recent efforts to form a restaurant improvement district within Carmel-by-the-Sea. Civitas, the Visit Carmel consultant, has submitted a proposal to do research, projections and outreach to guide the process of potentially founding an RID in Carmel-by-the-Sea. Proposed cost is \$39,000. The process will take approximately 9 months. Initial costs are proposed to be shared with three organizations; the City, Visit Carmel and the RID and are fully reimbursable once revenues are collected. The hope is to provide an additional \$150,000-\$200,000 in funds for marketing the city from the RID. Amy H. provided a handout with detailed information that was included in the January 4 Agenda Packet.

Jenny made a motion to accept the management of RID funds and any necessary changes to our bylaws and management plan to accommodate such, all pending approval by City Council. Mark seconded. M/S: Jenny/Mark. Approved unanimously.

Christine made a motion to allocate funds (from our admin account) in the amount of \$4,333.33 quarterly (in 3 installments, not to exceed \$13,000 total) to cover Visit Carmel's share of the \$39,000 consultant fee, which will be reimbursed once assessment funds are received. M/S: Christine/Pam. Approved unanimously.

Rich Pepe was tasked by board to form and serve on a Restaurant Advisory Committee to help make more detailed decisions and provide direction as needed.

Executive Director Report: Amy gave a quick overview of the media coverage generated in December, highlighting articles that were a result of recent FAMs. The new PR agency (The Abbi Agency) will be here in person for the next meeting. Their contract began on January 1. Amy gave an overview of the full-day meeting they had on December 19, which included Burghardt + Doré. They are still finalizing details of the new contract. We will hear much more from The Abbi Agency and the 6-month plan at the February board meeting. Amy also reported on recent communications with stakeholders. She also gave updates on Visit Carmel initiatives. We should hear back from the airport at the end of February.

Marketing and Advertising: Jeff Burghardt presented 2014-2017 metrics, including a handout on Key Performance Indicators. Results on pay-per-click campaigns, social media audience size, web referrals and other website traffic figures were presented. The 2018 Marketing Campaigns were presented and discussed. Burghardt + Doré will be launching the Winter Campaign on 1/8 featuring Food & Wine and Romance packages. Campaign media buys and other efforts include TV Media, online media, print media, magazines, sweepstakes and Eblasts. The Spring 2018 campaign will feature Art, Fitness & Mindfulness, and Scenic Beauty. The Fall 2018 Campaign focuses on Carmel as a World Class Destination and "Most Awarded Small City." Holiday Content Ideas: unique events, top shopping, food & wine, epic sunsets, romance, etc. The updated walking map was shared.

MCCVB Update: April Locke from MCCVB announced that the Conference Center is open, first group on the 11th of January. MCCVB is supporting their opening. The Winter Campaign "It's ON Season" video was shown. She showed more snackable videos, which create deeper engagement, and are categorized into jurisdictional videos. Top Facebook posts were shared. Visit Carmel posts and blog content were amplified by the MCCVB. Media coverage highlights included features from Hotbook, Wherever Family and Go To Travel Gal. Winter SMTs are up over last year. She mentioned WhaleFest (some social media influencers will attend) and the U.S. Open are approaching.

Carmel Chamber: Jenny reported that while calls into the Visitor Center were down this past year, walk-in traffic was up 1,000 visitors over last year, probably due to the location move. Room nights booked were up as well, from 575 to 635. Wine Walk sales are also still very strong. The Chamber's "business walks" continue on Tuesday mornings. Meet at City Hall at 9:45, walks are open to anyone. AT&T shuttles are planned again. State of the Chamber breakfast will be on January 25, now renamed to Business Beat. Disney Institute will be presented in 2018 when dates are finalized at the Sunset Center.

Financial Report: Mark Watson went over the most current operating statement and balance sheet dated January 2, 2018. Final annual numbers for 2017 were presented. We did very well on 2017 budget projections. Example: we budgeted to receive \$607k in income and actually received \$616k. We will roll approximately \$128,000 into the 2018 budget. Mark also presented a Market Share vs. Comp Set report, which reflected negative impacts for fire regions last year.

Additions to the Agenda: Suggestions were made to add the U.S. Open to the agenda as an ongoing topic, as well as RID updates. Discussion about impacts of large events ensued.

Meeting Adjourned at 4:24 p.m.