



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, October 4, 2018

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Pamela Sheppard, Rich Pepe, Christine Sandin, Amrish Patel, Mark Watson, Mary Crowe, Kevin Krueger

Board Members Absent: Jenny MacMurdo

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Chip Rerig, City Administrator for Carmel by the Sea; April Locke and Kimber Tabsaott, MCCVB; Carrie Theis, City Council and Hofsas House; Jo Todd, Resident; Jeff Burghardt & Nicole Dore, Burghardt + Dore Advertising; Stephanie Calica, Pepe International; Ken Spilfogel, Flaherty's and Village Corner; Curtis Lederle, Carmel Garden Inn; Greg Ahn, 7th and Dolores Restaurant; Jennifer Nobis and Dale Bryne, Carmel Cares and Carmel Visitors Center; Nancy Chira-Garcia, Scheid Family Wines; Elana Kline-Thompson and Gina Delli-Gatti, Sunset Center; Stephanie Zelei, Carmel Mission Foundation.

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

Public Comments: Nicole Dore reminded everyone that Meet the Makers posters were available for businesses to display. Dale Bryne described Carmel Cares efforts to inform visitors about important information regarding Carmel by the Sea sustainability through printed literature displayed in restaurants. Hoping to work with Visit Carmel to coordinate future efforts.

Approval of Minutes: ***Pam Sheppard made a motion to approve the minutes from September 6, 2018. Christine Sandin seconded the motion. Minutes approved.***

Electing an Interim Chairperson: Since Amy Johnson submitted her resignation as chairperson and board member at the September 6, 2018 Board meeting, Amy Herzog presided over the election of an interim chairperson for Visit Carmel. Amy asked for nominations from the Board. **Mark Watson nominated Rich Pepe, Christine Sandin seconded the nomination. The Board unanimously approved Rich Pepe as interim chairperson.**

Adopt New Bylaws: Christine Sandin made a motion to adopt the new bylaws reviewed at the September 6, 2018 Board meeting that incorporates the R.I.D. into Visit Carmel. Mary Crowe seconded the motion. Motion unanimously approved.

Nominating Committee: Kevin Krueger recommended Ken Spilfogel for the open restaurant board seat and Chip Rerig for the open City seat on the Visit Carmel Board. He also stated the Committee's support for Pam Sheppard and Mary Crowe's renewal of their existing board seats for another term. The following people were recommended to comprise the RID committee that directly reports to the Visit Carmel board: Rich Pepe, Pepe International; Ken Spilfogel, Flaherty's and Village Corner; Colleen Chen, Il Tegamino, and Greg Ahn, 7th and Dolores. The new board will ultimately consist of 6 Hotel seats, 2 restaurant seats, and 1 City seat. Jenny MacMurdo will serve out her existing term on the board (2020), while, Christine Sandin's term ends in November 2018. The Board will discuss the need to replace the hotel seat vacated by Amy Johnson at the December 2018 Board meeting. Christine stated her strong belief that the Board should retain an "at large" seat that represents Sunset Center. Carrie Theis wrapped up the discussion by congratulating Amy Herzog, Ken Spilfogel and their work with Civitas on their cohesive efforts to pass the RID. She acknowledged the whole process went very smoothly.

MCCVB Report: April Locke provided the following updates:

- Monterey Visitors Center is not moving locations.
- Task Force has been formed to find a new ad agency.
- Responsible Tourism and Sustainability campaigns are on-going. MCCVB is making a conscious effort to limit usage of "hot point" areas (e.g. images of Bixby Bridge), working towards a more fair and balanced representation of the area.
- Media highlights including CBTS advertising: banner ads, group placements, user generated Social Media posts. PR highlights around CA Surfing Day.
- Upcoming events include: Denver-Monterey Flight FAM, Matador Network Video production-CA Surfing Spots, and Holiday-Winter promotions.
- Ways to get involved include: co-op advertising programs which currently have not received a ton of response. "Sustainable Moments" is on-going and collateral material is available.

Executive Director's Report: Amy Herzog reported:

- Upcoming events include: Meet the Makers, Group FAM at the end of October, and a reminder that Visit Carmel Annual Meeting is November 1st at the La Playa Hotel.
- David Laredo, an attorney, has been secured for the December Board meeting to review the Brown Act. Amy suggested the Board might want to start the Board meeting earlier to accomplish the planned 60-minute presentation.
- RID Resolution passed at the Oct 2 City Council meeting. Visit Carmel now must finalize the contract with the City and complete the necessary filings with the Secretary of State notifying them of the change in Board structure. A survey is planned for November to distribute to all restaurant stakeholders to identify their needs. Visit Carmel must also form the new Restaurant Committee no later than December 2018.
- AA Flight from Dallas-Monterey will begin in April 2019. Flight will only be offered from April-November for now. Rich Pepe spoke to the AA Rep who stated that there is no guarantee that the flight will be on-going and encourage VC marketing to keep the flights filled. Amy H will put the item on the December agenda. Greg Ahn was identified as very instrumental in getting the

flight from Dallas to Monterey. Greg expressed a need to put VC support behind UA as UA is the primary supporter of the Monterey Airport.

- Pebble Beach is sending folks (via its website) to CBTS for the AT&T and US Open.
- Update on the “Art in Public Places” Selfie Wall. The City does have a policy in place that would involve forming a committee and would need to work with Ashley at the City to move the idea forward. Cooperation with proposed location owner is in place.
- VC Eblast list is growing. Anyone wishing to stay informed on VC activities is encouraged to pass email requests on to Amy H.
- Receiving great support for the Meet the Makers. B+D have been instrumental in making this event a reality.
- CCTC – 5 minute segment on FOX God Day LA includes CBTS. USA Today 7 Night FAM in October thru the CCTC. On-going pitches on a variety of topics. November 15-16 CCTC will host its annual workshop at Portola Plaza. Amy H will send out a reminder and content via email as it gets closer to the date. 2019 goal is to push for #4 position amongst CA locations SD, LA and SF are currently the top 3.
- Visit California’s Dream Drive brought Australian Traveler article about CBTS, plus major international exposure for Big Sur.
- Amy H reminded everyone about the “Call to Action” to send timely information to Abbi Agency. Rich Pepe took a moment to introduce Stephanie Zelei, a resident of Carmel since 2006, who sits on the Carmel Mission Board.

Public Relations and Social Media: Ashley Brune reported:

- PR recap includes 29 pieces of coverage and 23 backlinks reported. 2.8K social media shares, 49.1 M online readership and 135 website referrals
- September FAM: Christine Sarkis from SmarterTravel, October FAM: Jay Gentile representing Lonely Planet and Chicago Tribune; Chris Kelly from the Coronado Times
- Visit CA has a call for content 1x a month.
- Media highlights include an article for Travel Channel, AFAR story on California Missions, Coast Magazine – big glossy spread. CBTS will host 6 influencers October 28-31, 2018.
- Awards and Listicle Coverage included “10 Mindful Vacations That May Change Your Life” and “50 of the Most Beautiful Small Towns in the World”. Abbi Agency plans to increase the Mindfulness PR messaging during September.
- The CBTS SEO impact continues to strengthen. Ashley noted that Visit CA domain rank authority is not that large.
- Social Media reported the top 5 cities remained the same: LA, San Jose, Sacramento, SF and Monterey. Total impressions increased by 171% over previous month, FB increased 206%, and total engagement increased 30%.
- Social Media plans include coordination with Fall Influencer FAM, Fall Fan Acquisition Campaign beginning in October and continuing sharing Passageway Videos.

Marketing and Advertising Report: Jeff Burghardt reported:

- Jeff discussed his research on Google Hotel Ads to seek ways in which Visit Carmel or CBTS inns may be involved. Good news is Jack Rabbit (the book direct software used by the VC website) is an authorized partner. Jack Rabbit will help integrate individual hotels however Jeff provided a list of hotels whose software is currently not compatible with Jack Rabbit.
- Healthy increases to traffic on the website across the board.

- Website enhancements scheduled for 2019 which include the implementation of Quantcast (machine-learning) to identify model visitors or high-intent clients. Prospect luring/emoting ads will target these individuals with a call to action.

Financial Report: Mark Watson reported the budget is on target. Total expenses for September totaled \$103,582. YTD VC is \$20K under budget. Currently there is \$19K in the bank, the lowest in a while. The City is expected to send a large check, approximately 10% higher than expected due to a big July and August. B + D has helped with the timing of their billing to work with VC cash flow.

Additions to the Agenda: City representatives thanked VC for helping put the RID together. 2019 team looking forward to a cohesive movement going forward. Jeff suggested exporting current Business Licenses on file with the City to promote VC. Direct mail is an option.

General Meeting Adjourned at 4:00PM