



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

La Playa Carmel Hotel

Camino Real and 8th

Carmel-by-the-Sea, CA 93921

Thursday, November 1, 2018

3:00 PM

MINUTES

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

Board Members Absent: Amrish Patel

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Abbi Whitaker, Ashley Brune, Steven Smith of The Abbi Agency; April Locke and Jeniffer Kocher, MCCVB; Carrie Theis, City Council and Hofsas House; Jeff Burghardt & Nicole Dore, Burghardt + Dore Advertising; Stephanie Calica, Pepe International; Curtis Lederle, Carmel Garden Inn; Nancy Chira-Garcia, Scheid Family Wines; Gina Delli-Gatti, Sunset Center; Hella Rothwell, Carmel Art Festival, Jim Sheppard and Dianna Lowell, Horizon Inn; Carolyn Hardy, City Council; Steve Dallas, Mayor/City Council; Jan Reimers, City Council; Martin and Jennifer Blevins, MadDogs & Englishmen; Alix Bosch and Dan McDonnal, De Tierra Vineyard; Frances Greenberg, Diggidy Dog; Berit Keeble, Tradewinds; Colleen Chen Panzuto, Il Tegamino; Richard Kreitman, Gallery North; Tony Salameh, Anton & Michel; Harriet Lynn; Bill and Kathy Sharpe; Lisa Bryan; Sandra Book, Visitors Center; Frances Vaughn, Grasings.

MEETING CALLED TO ORDER: Rich Pepe called the meeting to order at 3:06 PM

Public Comments: Carrie Theis announced the cooperative efforts of Visit Carmel and Carmel Innkeepers Association (CIA) regarding the CIA website and production of the Innkeeper/Restaurant Map. The CIA moving forward will concentrate their efforts on continuing the hosting program and planning more social events. There will no longer be a membership fee.

Mayor Dallas addressed the recent rash of ADA lawsuits filed against many of Carmel's Inns. The City is willing to provide behind the scenes help to Inns via. Mayor Dallas expressed his excitement for the approval of the newly formed Restaurant Improvement District (RID). With the addition of the RID, Mayor Dallas feels VC will be a marketing powerhouse. Mayor Dallas also wanted those in attendance to be aware of the City's plans to proceed with their Green Initiative (Sustainability).

Chip Rerig announced that at Tuesday's City Council meeting on the agenda is the Hotel Incentive Program. The City is purposing to waive all permit fees in 2019 to entice hotel property owners to invest in their properties. The objective being that refurbished hotels command higher rates which translates to higher TOT. This incentive program also applies to hotels seeking permits to remedy ADA compliance issues.

Approval of Minutes: ***Pam Sheppard made a motion to approve the minutes from October 4, 2018. Mary Crowe seconded the motion. Minutes approved.***

Re-Electing and Electing Board Members: **Christine Sandin made a motion to re-elect existing Board Members, Mary Crowe and Pam Sheppard, for a second term and elect new Board Members, Chip Rerig and Ken Spilfogel, to the VC Board. Mark Watson seconded the motion. Motion unanimously passed.**

Additions to the Agenda: None

Board of Directors Meeting Adjourned at 3:30PM