



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 7, 2018

2:30 PM

MINUTES

Board Members Present: Amy Johnson, Pamela Sheppard, Rich Pepe, Christine Sandin, Amrish Patel, Kevin Krueger, Jenny MacMurdo

Board Members Absent: Mary Crowe, Mark Watson

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune and Steven Smith, Abbi Agency (via conference call); Tammy Blount & April Locke from MCCVB; Carrie Theis, City Council and Hofsas House; Chip Rerig, City Administrator for Carmel; Shannon Worthington & Gina Delli-Gatti, Sunset Center; Sandra Book, Carmel Visitors Center; Jo Todd, Carmel Art Walk; Jeff Burghardt & Nicole Dore, Burghardt + Dore Advertising; Berit Keeble, Tradewinds Carmel; Ken Spilfogel, Flaherty's; Bobby Richards, Lamplighter and Carmel City Council; Victoria Beach, Park it; Stephanie Calica, Pepe International; Julian Bills, Carmel Garden Inn.

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

Public Comments:

Jo Todd reminded everyone about the Farmer's Market and Run in the Name of Love.

Victoria Beach for the non-profit, Park it, presented the opportunity for safer, more sustainable access to nearby parklands starting with shuttle access to Point Lobos in 2019. Victoria stated that the non-profit is considering a shuttle pickup location in Carmel as well as a park and ride at the Crossroads Shopping area. The air quality board will initially be funding the project using the MST fleet for the shuttles. The first year is fully funded and free to the public. An admission fee is being discussed by the Pt Lobos Foundation to manage usage. Park it is looking for feedback and support (non financial) from Visit Carmel for the project.

Tammy Blount of the MCCVB thanked the Board for its support in renewing the partnership and affiliation between Visit Carmel, CBTS and the MCCVB.

Christine Sandin announced the posting of the 2018-2019 Sunset Center season. 19 shows are on the books including the Burt Bacharat Show in September, which is almost sold out.

Rich Pepe mentioned he gave the Visit Carmel card (containing website/room finding information) to a guest at his restaurant who secured a room, reinforcing that the card helped keep visitors in town. Pepe is advocating for the need for rack cards of “some kind” to promote the VC Website and aid with visitor services.

Approval of Minutes: ***Christine Sandin made a motion to approve the minutes from May 10, 2018. Rich Pepe seconded the motion. Minutes approved.***

Executive Director’s Report: Amy Herzog reported on VC Insurance status. To purchase the most cost effective package, the policy needs to include an address location. Amy Johnson and Amy Herzog decided to use the address of the acting Chairperson (which is currently Amy Johnson at the Carmel Country Inn). We have the typical non-profit business package with an additional professional liability policy to comply with the City of Carmel contract. It was recommended to change the language on VC’s contracts with our ad and pr agencies that would require they hold professional liability coverage instead of VC carrying those policies. That language needs to be clarified with the City and a final decision needs to be made.

- Airport grant has not been awarded yet. Monterey is still in the running for AA – Dallas flight or UA-Denver flight. In July, the two markets will be courted by the Monterey airport in hopes of securing one of the flights. The airport also launched a new website.
- Web Content, specifically ADA requirements and GDPR privacy statements are a focus. VC website has updated and made public its privacy statement and upgraded the website to be in compliance with Web Content Accessibility Guidelines and ADA guidelines.
- Stakeholders have access to a video take-away for the PR Workshop.
- Official City guide is in the process of being updated. Efforts are being made to reach out to all the properties.
- It was suggested that VC continue with its Social Media efforts during summer months as opposed to going dark during our peak period. VC agreed that we should continue, but there are no major ad buys during this time.
- VC is providing marketing support to local events such as Sunset Center performances, Art Walk, Run in the Name of Love.
- VC is coordination to Visit California and the CCTC for an article in AFAR on the 3 big Missions, which included the Carmel Mission Basilica.
- Visit CA sent out an eblast which featured CBTS.
- Amy wrote a blog post on Sustainability in Carmel which the MCCVB amplified on its blog.
- City of Carmel, VC and MCCVB are coordinating efforts to create at 8 Point Action Plan for goals in working together for next fiscal year.

MCCVB Report: Amrish Patel noted that the relationship between the jurisdictions has never been better. Tammy Blount recapped that the TID will manage the district plan and has been cleared by City of Monterey legal department. Petitions are going out to the lodging partners on Friday, June 11. Need

a 51% or greater participation turned into Monterey to prepare a resolution/letter of intent. The end goal is to dissolve the old district and adopt the new district by January 2019. The assessment would remain the same unless dire circumstances prevailed.

CRID Update: Ken Spilfogel reported that the May 30th meeting had 30 restaurants in attendance. There are a group of restaurants that do not have POS disclosure and deal in cash only. It was pointed out that restaurants are currently asked to report all sales tax. Il Forniao and 7th & Dolores are still on the fence but over 70% (based on revenue) are in acceptance of adopting the CRID. It is currently on the City agenda for Resolution in August 2018. If 51% of the targeted members of the RID support the formation and the City approves the formation then everyone is required to pay in regardless if they voted in favor of the formation or not. To date 23 of the 50 restaurants have signed the petition.

Public Relations and Social Media: Ashley Brune and Steven Smith reported (via conference call):

- Ashley reported on a recently completed media visit from Orange County Coast magazine, and several scheduled summer media FAMs highlighting dog friendly, reaching both Southern California and Bay Area markets. Fall Media includes a visit from Chicago freelance journalist for the Chicago Tribune and Lonely Planet.
- Long lead pitches will highlight upcoming Carmel events (Fitness Retreats, Taste of Carmel) and focus on Carmel themes like Mindfulness, dog-friendly and our overall destination including what makes us unique.
- The Abbi Agency uses a Messaging App to track all articles written about Carmel to help monitor trends and track what “themes” are resonating with our market.
- Abbi Agency continues to work on Brand building. Awards/Listicles include: 11 Charming Small Towns in California, Favorite Bay Area Day Trips and 5 Dog-Friendly Cities You’ll Want to Visit This Summer.
- Steven reported on the Social Media Stats. City and Regional demographics show the Bay Area increased significantly. All channels have increased in engagement over the previous month.
- #DearCarmel campaign continues to increase in numbers with plans to further promote to our drive markets. A video of our “Passageway Tour” is in production with a scheduled June release date. “A Room With A View” campaign to highlight Carmel’s uniqueness is also in the works.

Marketing and Advertising Report: Jeff Burghardt reported:

- The original Fitness Guide has been redesigned. Dates for the 2018-2019 Fitness Retreat with Jeff Galloway and Mindfulness Retreats with Rich Hernandez have been secured. Will make artwork to digitally promote these two programs available to all stakeholders.
- It’s time to reprint all branded guides. Stakeholders are being contacted to make sure all information is updated before they go to print.
- VC, Carmel Innkeepers Association, and City of Carmel will fund the first printing of the restaurant/hotel tear off map pads (currently funded by the CIA and the Chamber) so all CBTS businesses can be represented. The Board agreed to shift funds to accommodate 300 pads.
- VC is adopting international symbols to encourage responsible visitors (no littering, no spitting, pick up after pets, dispose of butts). Symbols will be used on signage in the City and will come out of the City budget. Working with VC to enhance the message.
- Fall Campaign is set focusing on the message “Find Your Inspiration”. The sweepstakes will focus on a Luxury Carmel Getaway centered around the Fitness and Mindfulness Retreats.

- It was proposed that Saturday, October 13 be the first “Meet the Makers” event combining Carmel Art Walk with Winemakers from the CBTS Wine Walk. See Monterey will help amplify the marketing efforts for this event.

Strategizing for the 2019 VC Marketing plan will begin in August. The Board agreed to meet for two hours prior to the beginning of the next scheduled Board meeting on Thursday, August 2 to brainstorm ideas and discuss the direction of VC marketing efforts. The Board requested presentations by both the Abbi Agency and B + D Marketing.

Financial Report: Amy Johnson reported we currently have \$20,406 cash in the bank. We are currently under budget by \$19K for the year.

Additions to the Agenda: Next Meeting is August 2, 2018. The Board will meet at 12 pm for a meeting to discuss 2019 VC Marketing plan followed by the scheduled regular board meeting at 2:30pm.

General Meeting Adjourned at 4:35 PM