



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, August 2, 2018

2:30 PM

MINUTES

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

Board Members Absent: NONE

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Whitaker and Steven Smith, Abbi Agency; April Locke from MCCVB; Carrie Theis, City Council and Hofsas House; Gina Delli-Gatti, Sunset Center; Sandra Book, Carmel Visitors Center; Jo Todd, Resident; Jeff Burghardt & Nicole Dore, Burghardt + Dore Advertising; Berit Keeble, Tradewinds Carmel; Ken Spilfogel, Flaherty's and RID; Bobby Richards, Lamplighter and Carmel City Council; Paul Marchatti, Pepe International; Sam Gesumaria, Carmel Mission Foundation.

MEETING CALLED TO ORDER: Amy Johnson called the meeting to order at 2:38 PM

Public Comments: Gina Delli-Gatti brought copies of the new Sunset Center Brochure for distribution and announced that the 1st and 2nd shows were already sold out. A Bruce Hornsby Concert has been added to the schedule in November 2018. Sunset Center will also be hosting a Locals Lunch Concert Series every Friday starting September 2 through October 2018 and again in April – June 2019 from 12:30-1:30pm on the Terrace Stage. Jo Todd reminded everyone about the Carmel Art Walk every other Saturday in CBTS. Bobby Richards announced the successful filming of "Big Little Lies" in CBTS. April Locke let everyone know that Sustainable Tourism brochures courtesy of the MCCVB are available for display and supplies for local businesses can be ordered through their office. Jenny MacMurdo reminded everyone that the Taste of Carmel is October 4, 2018 and tickets for the event are available on the Chamber's website.

Approval of Minutes: ***Rich Pepe made a motion to approve the minutes from June 7, 2018. Jenny MacMurdo seconded the motion. Minutes approved.***

Closed Session Summary: Amy Herzog reported that both the marketing contract with Burghardt + Dore and the PR contract with the Abbi Agency have been renewed for 2019 by vote of the Board in closed session.

Also, the Board needs to create a nominating committee for the seats coming available on November 1, 2018 for the Visit Carmel Board. Need two current Board members to spearhead the nominating committee with a goal to obtain at least 3 names by September 6, 2018. The new Board must consist of 6 Hotel/Inn representatives, 2 Restaurant representatives and 1 staff member from the City. Mary Crowe* and Jenny MacMurdo volunteered to head up the nominating committee.

*Mary Crowe had to be replaced on the nominating committee as her first term on the Board officially ends November 2018. Kevin Krueger agreed to be Mary Crowe's replacement.

CRID Update: Ken Spilfogel reported that at the latest RID informational meeting most of the restaurants' questions concerned the procedure for collecting the RID tax. A small percentage of restaurants that deal in cash only are opposed to the RID. The newest poll shows that 31 out of 50 restaurants (which represent 78% of the revenue stream) are on board with the formation of an RID. It was suggested that Visit Carmel reach out to its Innkeeper stakeholders for support for the RID, using our experience, to help influence the remaining 19 restaurants to support the formation of the RID.

There are three scheduled city council meetings to complete the formation process for the RID. Stakeholders, especially Innkeepers, are encouraged to attend the City Council meetings to support the formation of the RID speaking from their own experience regarding the benefits gained since the formation of CHID. If the meetings progress as scheduled the adoption of the RID formation will be held at the October City Council meeting. If passed, collection of the RID funds can begin January 2019.

Executive Director's Report: Amy Herzog reported

- The Monterey Airport was not awarded the DOT SCASDP grant. Still hoping for the Dallas Flight but a 2X daily Denver flight has been added to the Monterey Airport starting in October 2018.
- ParkIt is working on a grant for the Pt Lobos Shuttle. Amy Herzog has sent a letter of support on behalf of Visit Carmel.
- Visit Carmel continues to work on its Crisis Communication Plan, essentially a playbook for any crisis that arises that affects tourism, needs volunteer consultants who work closely with the City to review the plan.
- Communication with Stakeholders via e-newsletter highlights important information including the distribution of the redesigned and updated Hotel/Restaurant Map, successful PR campaigns and social media posts that highlight CBTS.
- Reminder that the MCCVB and VC have a meeting August 3, 2018 to discuss their cooperative marketing efforts. The annual MCCVB Luncheon will be held on Thursday, August 30, 2018, the VC Board will reserve 2 tables as we did the previous year.
- CCTC highlighted the opening of Hwy 1 which included a big article in *USA Today*.
- Visit CA annual report was made public. Highlights include: 8th consecutive year of growth in travel. The UK and China continue to be CA biggest International market. Occupancy is at an all-time high of 75.2% including a \$30 growth in ADR. Visit CA also did a big media push for the reopening of Hwy 1. They promoted the occasion with the "Dream Drive" event which featured classic cars driving the entire PCH during the month of August. Visit Carmel will attend the SF Visit CA Media Boot Camp in October.

Public Relations and Social Media: Ashley Brune, Abbi Whitaker and Steven Smith reported:

- Ashley recapped the last 7 months of the current PR campaign. Earned Media Partnerships for Carmel Art Festival (partnering with Bay Area News Group) and WineMaker's Celebration (partnering with 7x7) had a combined value ad of over \$45K.
- Pending placements for the remainder of 2018 include: The Orange County Register, Women's Fitness, Coast Magazine and Vail Daily.
- Upcoming FAMs include AFAR, In Style and the Chicago Tribune
- Additional PR actions for 2018 include: Implement a submission system to collect updates from partners to assist in pitching; release fall and winter roundups to targeted media; coordinate a group FAM in November to include both influencers and journalists from target market publications; coordinate individual FAMs from brand-building publications; and conduct media outreach to Denver surrounding new Denver flight.
- Steven reported that the 5 largest SM audiences include 10.49% Inland CA, 10.11% Los Angeles, San Jose 7.46%, San Francisco 5.86% and Monterey 5.85%.

Looking ahead to 2019 Campaign, the Abbi Agency cited the following five social media objectives:

- Increase the Instagram audience by 25% over the next year.
- Increase Bay Area audience by 40% over the next year.
- Increase FB engagement by 10% over the next year.
- Increase Twitter audience by 50% over the next year.
- Continue to work with LinkedIn to increase impressions, audience growth, and engagement.

The Abbi Agency will continue the successful "Passageways" videos, introduce a new social media campaign "Room with a View," align influencers with a different pillar to broadcast Carmel's marketing strategy on social media. The plan also includes running a series of Fan Acquisition Ads utilizing existing Snackable Videos across all social media channels.

Marketing and Advertising Report: Jeff Burghardt reported:

- All three Visit Carmel guides (City, Fitness, Mindfulness) and the addition of the Hotel/ Restaurant Map pads have been updated and are out for distribution.
- The 2018 - 2019 dates have been secured for the Fitness and Mindfulness Retreats. There will be two Mindfulness Retreats, December 12-14, 2018 and March 20-22, 2019, held at the La Playa Hotel. There are four Fitness Retreats scheduled: October 4-7, 2018; January, March, and April, 2019.
- "Visit Responsibly" signage and enhanced trash cans for cigarette butt disposal has been a joint sustainable tourism project between Visit Carmel and the City. Rich Pepe requested the HID board discuss at a future meeting designs for a new trash can in the public right of way that allows for appropriate separation of recyclable and non-recyclable waste.
- Fall Media Campaign will cover TV ads in S. Cal and digital ads, branded print ads, e-blasts and another sweepstakes. The Inflight TV Campaign on United and Alaska Airlines began this month and continues through September. 30 & 15 second ad spots will continue to highlight CBTS but will also focus on the upcoming Fitness and Mindfulness Retreats. Paid Static, Video and Carousel Ads will run on Social Media. Paid SEM will focus on ads for searches in competing markets like Napa, CA.
- "Meet the Makers" event is scheduled for October 13, 2018. This event partners local tasting rooms with the Carmel Art Walk. This event is designed to increase participation and to highlight two of Carmel's Marketing pillars.

Additions to the Agenda: Poodle Weekend is the first weekend in October. This could be the last year for the event because the current organizer wants out. Volunteers are needed to help run the event. The Surf-A-Bout has been cancelled due to the closure of Sunshine Surf Shop which sponsored the event.

General Meeting Adjourned at 4:11 PM