



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, September 6, 2018

2:30 PM

MINUTES

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

Board Members Absent: Kevin Krueger

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune and Steven Smith, Abbi Agency (via phone); Chip Rerig, City Administrator for Carmel by the Sea; Jeniffer Kocher, MCCVB; Carrie Theis, City Council and Hofsas House; Jo Todd, Resident; Jeff Burghardt & Nicole Dore, Burghardt + Dore Advertising; Berit Keeble, Tradewinds Carmel; Ken Spilfogel, R.I.D.; Martin Watson, Mad Dogs and Englishman; Martha Torres, Carmel Plaza.

MEETING CALLED TO ORDER: Amy Johnson called the meeting to order at 2:30 PM

Public Comments: Jeniffer Kocher expects the City of Monterey to adopt the MCTID at September 18th meeting. The resolution for the formation of the MCTID is on the consent agenda for October 16, 2018. Christine Sandin passed out flyers for Sunset Center: Locals Lunch Concert Series. Every Friday beginning September 7, staff-picked groups will perform free to the public from 12:30 to 1:15pm on the Outdoor Terrace stage. Sunset Center also announced that during the 2019 US Open, the Wide World of Golf Induction Series will happen on June 10th at Sunset Center and will be televised on the Golf Channel. The event is private. Martin Watson thanked Visit Carmel for their support of his local bike shop. Mark Watson encouraged everyone to write their county supervisor to complain about the amount of trash on Hwy 1.

Approval of Minutes: ***Jenny MacMurdo made a motion to approve the minutes from August 2, 2018. Christine Sandin seconded the motion. Minutes approved.***

Nominating Committee: Jenny MacMurdo reported that their committee sent out emails to all Carmel restaurants and lodging properties announcing Visit Carmel was accepting applications for vacancies on

the board. Applications have been received from Mary Crowe and Pam Sheppard (nominated to serve a second term), Chip Rerig (nominated to serve in the City seat). Only two applications have been received for the open Restaurant seat: Colleen Chen, Il Tegamino and Ken Spilfogel, Flaherty's. The plan is for the Nominating Committee to make a recommendation at the October Board meeting. The person not chosen to sit on the Board will be encouraged to sit on the "to be formed" Restaurant committee.

Chamber Update: Jenny MacMurdo announced a record number of walk-ins, up by over 900 visitors from last year. Concours shuttle had more ridership this year than last year. The Taste of Carmel is Thursday, October 4 at the Carmel Mission. Price of the ticket increases September 21 with discounts for Military and Chamber members. Upcoming Mixers include: WeatherTech Raceway Laguna Seca (September 6), Gardner Ranch (October TBD), Bennett Sculpture Gallery (November 7) and La Playa Holiday Mixer (mid-December). The Chamber has come out in support of the ParkIt Initiative, City's CalRecycle Grant, and Cal Trans Sustainable Transportation planning grant. The Chamber opposed the Drinking Water Tax SB623, the only organization to publically oppose this tax. Upcoming workshops include: Disaster Preparedness Seminar put on by the Carmel Police Dept and Lunch with a Side of Social Media. Business walks meet in front of City Hall every Tuesday at 1pm. New Chamber employee Erin Averil will be heading up events at the Chamber.

Executive Director's Report: Amy Herzog reported

- Important dates include: City Council will hold a public hearing on September 11, 2018 at which time the formation of the RBID will be discussed. City Council will vote on the formation of the RBID at the council meeting on October 2, 2018. Any support by the Board would be appreciated. Group Media Fam on October 28-31 requiring 6 rooms for 3 nights. November 1 is our Annual Visit Carmel Board Meeting at La Playa Hotel. The request is to briefly discuss the year in review and focus on the plan for the upcoming year. At the Board meeting on December 6 plan to review the Brown Act and a decision was made to move the January 2019 Board meeting to the second Thursday, January 10, 2019.
- Amy H. encouraged anyone who has not reviewed the Crisis Management Plan to please do so and contact her if necessary. The current draft will be finalized at the next meeting.
- Coordinated efforts are underway by the marketing team, the PR team and Fly Monterey to promote the new Denver flight.
- Progress on the proposed Selfie wall. The owner of the proposed wall is receptive to the idea according to Rich Pepe. There is an existing "Art in Public Places" code section. To begin talks with the City, Chip Rerig suggests that a presentation should include conceptual drawings to aid with the approval process.
- Small Business Retailers outreach noted businesses are requesting more assistance. A suggestion was made to host a winter workshop for both restaurants and retailers. Ken Spilfogel urged the Board to keep participation in a workshop separate. It was suggested that the Chamber work with the retailers on ways to enhance their business performance, possibly a "Shop Local" campaign via Social Media. Chip said the City is working on ways to enhance small businesses through the City marketing campaign. Ideas include a Green Business Certification Program.
- VC Stakeholders newsletter went out. Notable events include "Meet the Wine Makers" event on October 13.
- The 2019 US Open event has been added to the VC website directing interested attendees to call Inns directly for reservations. B+D is working on enhancing the VC website coverage of the event.

- The MCCVB is holding quarterly strategic meetings and efforts are being made to integrate content calendars.
- CCTC is focusing on a new energized East Coast campaign. The organization is shifting its focus to domestic travel at 75% and International travel at 25%. The CCTC receives matching funds from Visit CA because it is considered a “rural region.”
- Visit CA put out a ton of content this past month due to the reopening of Hwy 1. 90 journalists, mostly international, participated in the Dream Drive. CBTS hosted 5 of those journalists.

Public Relations and Social Media: Ashley Brune and Steven Smith reported (Via Phone):

- Ashley recapped the August PR highlights which include 20 back links which resulted in 135 website traffic referrals, 2.68K social shares, and 35.2M online readership.
- Media FAMs included Afar, Westways, Pretty Little London and Traveller. Upcoming FAMs include SmarterTravel in September, Lonely Planet/Chicago Tribune and Coronado Times in October.
- At upcoming group FAM at end of October, Abbi Agency will also host 3 traditional media and 3 influencers who align with one or more of our marketing pillars. Each Influencer will be given differing assignments for the most coverage.
- Media Coverage included articles in Women Fitness and various SoCal Community Publications. Upcoming Media Placements include Afar, Smart Meetings, SF Magazine, SF Chronicle, LA Magazine, Punch, Vail Daily, and Coast Magazine.
- CBTS appeared on several listicles including Today.com, Thrillist and Good Housekeeping highlighting dog friendly, fitness, theater and travel destinations.
- Abbi Agency continues to track our key messaging components to make sure they are getting consistent coverage. Culinary, Inn, Beach, Architecture and Art are consistently in the top 5.
- Steven discussed the impact of our SEO campaign from 2017 to YTD. VC is starting to see the content get us into the higher rankings on Google online searches. Abbi Agency continues to see growth in Facebook, Instagram and Twitter. Changes include 4 out of the 5 top audiences are now Bay Area cities. Impressions across the board are up by 2%. Social Media highlights for the month included a growth of 300 followers in one day after a Pretty Little London FAM Instagram post. That single post received 24K likes and 90 comments.
- Looking ahead Social Media video campaigns will promote passageways and mindfulness including a targeted LinkedIn campaign for the upcoming mindfulness retreats.

Financial Report: Mark Watson reported that as of September 4, 2018 VC has \$45,823 in the checking and \$76,663 in the savings. We are currently \$31,447 under budget YTD but are projected to end the year approximately \$24K under budget. The preliminary (DRAFT) budget for 2019 shows the use of regular funding dollars plus the reserve funds to help cover the expenses for the 1stQtr. This is due primarily to the timing of the collection process. The anticipated funding from the RBID will begin in the 2nd QTR. Repayment of the reserve funds from the various regular funding entities can happen in the 4th QTR 2019. A preliminary draft 2019 VC Budget was presented and estimated \$1,067,495 which breaks down as follows: \$641K CHID Funding, \$120K City of Carmel, \$189K RBID. Total expenditures for 2019 are estimated as follows: \$114K PR, \$116K Administration/Sales, \$641K Marketing. Approximately \$150K would be placed in the VC reserve fund.

Marketing and Advertising Report: Jeff Burghardt reported:

- Online fall campaign kicks off in September. We are hosting our Sweepstakes on the VC website and not relying on media. Entry to the sweepstakes includes email opt-in with entry.

- Estimated stats from the Inflight infomercial on Alaska and United Airlines included 3.1M flights, 2.3M views averaging 3 views per person. If this is done again next year, perhaps we include a dedicated URL for tracking purposes.
- YOY Google Organic search is up 16%, Bing Organic Search 32% and VC hotel Book Direct hotel referrals 62.5%
- This fall we will continue with our 30 and 15 sec commercial spots, branded print and digital ads as well as paid social media ads and paid internet marketing.
- Nicole Dore announced the availability of marketing graphics and tools of upcoming events for stakeholder inns to use in their digital marketing campaigns via a Dropbox link. This will be updated seasonally.
- “Meet the Makers” Celebration promotional material will be distributed early next week to stakeholders as well as the ability to print marketing material from the Dropbox file.

Plans for the 2019 Marketing/Advertising Campaign include:

1. Increase AI & Programmatic Intent Based Digital Advertising – using Quantcast software B+D hope to get a deeper view of our audience.
2. Design engaging dynamic and rich media digital ads using the information provided by Quantcast.
3. Produce an influencer style video for all channels-B+D are currently focusing on engaging Matador, a millennial oriented group, to help create content.
4. Develop a Google Hotel Ads digital strategy - This is significantly affecting OTA's. B+D are in the process of educating themselves to see how VC can take part.
5. Refine Email Marketing designs and strategy-B+D are creating an auto-generated response within 5 days of an email opt-in for VC. The contract with Insight, the marketing based statics software, will not be renewed for 2019.
6. Provide Inns with new marketing tools. Addition of the Restaurant/Innkeeper Map. Mary Crowe made a request to include “GIF” in the Dropbox file for text communication.

B+D plan to achieve these goals by:

- Reducing TV and Print Media. This is projected to reduce the YTY spending budget by \$133K
- Increase Internet Media. This is projected to increase the YTY spending budget by \$105K
- Increase Email Marketing. Projected to increase the YTY spending by \$3K
- Reduce Annual Contracts. Projected to reduce the YTY spending by \$1K
- Increase creative and production. Projected to increase YTY spending by \$5K
- Increase Visitor Guide Printing and Distribution. Projected to increase YTY spending by \$10K

The only other significant change to the YTY spending for 2019 is a \$33K reduction in monies set aside for new opportunities. The total estimated Marketing budget for 2019 is \$486,588 with approximately \$367K funded by VC and \$119K funded by City of Carmel. This does not include projected RBID funds.

Additions to the Agenda: Amy Johnson notified the board that she is resigning as Chairperson and board member effective Nov. 1, 2018, or sooner if a replacement is appointed.

General Meeting Adjourned at approximately 5:15 PM