



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

Seventh & Dolores Steakhouse

Seventh & Dolores

Carmel-by-the-Sea, CA 93921

Tuesday, January 15, 2019

3:00 PM

MINUTES

Committee Members Present: Greg Ahn, Sarah Kabat-Marcy, Colleen Chen Panzuto, Anthony Carnazzo, Rich Pepe, Ken Spilfogel

Committee Members Absent: none

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Burghardt + Dore Advertising

MEETING CALLED TO ORDER: Amy Herzog called the meeting to order at 3:08 PM

Public Comments: None.

Elect CRID Chairperson: Anthony Carnazzo was nominated to serve as CRID Committee Chairperson for a one year term. Motion by Colleen Chen Panzuto. Rich Pepe seconded. Unanimously approved. Chairperson is responsible for signing any CRID-specific contracts, setting agenda, leading meetings, and reporting at Visit Carmel board meetings, among other tasks.

CRID Rollout: The rollout seems to be going fairly smoothly as there are no major issues reported. Some questions have come up about specific situations being exempt. Those will be answered and added to our FAQ section on the CRID section of the website. It was determined that as a general rule, all food and beverage sales that take place at the premises of a full-service restaurant within the district is subject to the assessment (including take out orders or delivery). Off-site catering of weddings and events would be exempt from the assessment. We also would like to confirm the City has a clear plan in place for how to handle late and non-payment.

Street Vendor Ordinance: Short discussion led to a wait-and-see determination regarding the vendor plan. Some of the issues raised include whether seating should have to be provided. Or, should those food sales be subject to the RID assessment, for instance.

Restaurant Survey: Jeff Burghardt led the report of the results of the surveys distributed to all restaurants. There were 10 responses representing 13 restaurants. Some of the main takeaways included: Geographic markets of interest mirror that of the destination with SF Bay area, LA and Texas taking top spots; Q1 and Q4 are periods with most growth opportunity; highest interest in media articles, expanded website content, social media, and hotel referrals as tactics.

CRID Short and Long-Term Objectives: A mission statement and four draft objectives were provided and will be revised based on feedback from the Committee.

Marketing Ideas:

Jeff presented a review of the restaurant and food-related marketing already in place as part of Visit Carmel's overall destination marketing plan. Highlighted importance of food tourism. Quality visuals is a must. We discussed sample media mixes and how to tell the Carmel restaurant story. Aside from potentially participating in CA Restaurant Month next January, it was discussed that events could be difficult for a number of reasons, including getting enough restaurant participation.

After discussion, first priorities should include building our restaurant-related visual and digital assets. Also building each restaurant's web content, digital advertising to core markets (including locally at certain times of the year), social media attention, and hosting media are of high interest.

It was pointed out that contributing toward increasing hotel occupancy is very valuable for the restaurants as well. Also an educational or experiential component will enhance the brand image as well as the visitor experience.

Some of the marketing messaging and areas in which Carmel-by-the-Sea stands apart include: CBTS has more restaurants per capita than any other city in the world! Locally owned and operated restaurants, no chains, diversity of choice, charm, walkability, community feel, locally sourced food where ocean meets ag.

Other suggestions included Colleen's idea to add an Open Table widget to the website micro listings, and Greg's to target specific foods to highlight as a community based on season (i.e. crab or artichoke season). And Sarah suggested we provide tear pads to all the restaurants as well as she is often referring diners to other restaurants for their next day.

Greg also emphasized that what we do should be results driven whenever possible and we need to have metrics in place to measure impact.

Additions to the Agenda: Next three meetings will take place on the first Tuesday of the month at 2 p.m. – March 5, April 2 and May 7 at Seventh & Dolores.

Meeting Adjourned at 5:00PM