



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

Seventh & Dolores Steakhouse

Seventh & Dolores

Carmel-by-the-Sea, CA 93921

Tuesday, October 8, 2019

2:30 PM

MINUTES

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

Committee Members Absent: Greg Ahn

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media (by phone); Ashley Brune and Haley Gibbs from The Abbi Agency.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:34 PM

Public Comments: Ken stated that there is a Restaurant Meeting the next morning, Wednesday, October 9 at 9 am. Amy agreed to come to the meeting to provide an RID update.

Approve Minutes: Anthony asked the Committee for a vote to approve the minutes from August 6, 2019 meeting. M/S Rich Pepe/Ken Spilfogel. **Minutes unanimously approved.**

CRID Committee Reappointments: Anthony led a discussion to inquire about each Committee member's interest in continuing to serve for another annual term. All members indicated affirmative. Amy reported that Greg Ahn (via email) also had indicated he would like to remain on the committee. Discussion ensued about additional potential members.

California Restaurant Month (CRM): Amy discussed an update from Sur La Table. The marketing director agreed on behalf of the company to make the demo kitchen at the Carmel Plaza available to the Carmel Culinary Week event. It was determined the best time for the sessions would be 90 minutes each, from 4:30 – 6 pm and from 7 – 8:30 pm during the week. The Friday, Saturday and Sundays during the event will have an additional session from 11:30 am - 1 pm. Amy to make this request of Sur La Table and also to confirm that the guest chefs will have access to all the cooking tools (pots, pan, utensils) at the demo kitchen. Capacity is 20 for demos and 16 for hand-ons experiences.

For the Visit California “California Restaurant Month” program, it is helpful to provide a restaurant and spokesperson involved in Carmel’s program. After discussion about strength of media experience and social media following, the Committee agreed that the example restaurant would be 1) Little Napoli and 2) Stationaery, and the spokespersons should be 1) Chef Todd and 2) Rich Pepe.

It was discussed that there would be a Restaurant Marketing Workshop on November 13, which also could be used as a hands-on sign up for CCW.

Marketing/Advertising Report: Jeff showed an update to the individual listing on the website, including a widget to Open Table which can soon be added to those restaurants which would like it. Some use Yelp Seat Me, so Jeff can look into adding that as an alternative reservations link. Dynamic ads have been launched on social media and Google search. All paying restaurants are featured on a rotating randomized basis. The ad spend is 30% local tri-county area and 70% out of area (but still fly/drive market). Results of the ads are being tracked.

Earned/Owned Media: Ashley Brune reported on several: Influencers “A Side of Sweet” and Aurelia Paquette posted several photos and also wrote and promoted their blogs based on research and visits last Spring. Ashley also reported that she and Haley were in town to manage a media fam with six writers, which including several restaurant visits and a progressive dinner. Publications represented in the media fam include the Sacramento Bee, Afar, SF gate, San Mateo Daily Journal, Bay Area Reporter and California Meetings. The two fall micro influencers are also visiting within the week – Trusted Travel Girl and Salt + Wind. Both influencers each will visit at least six restaurants, capturing photos and content. Lastly, restaurant partner posts from the past month were shared.

Agenda Items for Next Meeting: Rich suggested that at a future meeting perhaps we can discuss creating or sharing a community database for better cross promotion between hotels, restaurants and other visitor-serving businesses.

Next meeting will be December 3 at 2:30 p.m.

Meeting Adjourned at 4:24 pm