



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
Seventh & Dolores Steakhouse
Seventh & Dolores
Carmel-by-the-Sea, CA 93921
Tuesday, November 12, 2019
2:30 PM

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Greg Ahn, Sarah Kabat-Marcy

Committee Members Absent: Rich Pepe, Colleen Chen Panzuto, Wendy Walker

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Ashley Brune and Steven Smith, The Abbi Agency; Juliana Hernandez from Bistro Giovanni; Mary Crowe and Bastiaan De Winter, La Playa; Tony Salameh, Anton & Michel.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:37 PM

Public Comments: Ken passed out a letter he authored regarding the history of tour busses in Carmel-by-the-Sea. Tony Salameh mentioned that there are several new restaurant owners and he will be bringing two or three of them to the workshop tomorrow.

Approve Minutes: Anthony asked the Committee for a vote to approve the minutes from November 12, 2019 meeting. M/S Greg Ahn/Anthony Carnazzo. **Minutes unanimously approved.**

New Business: Amy reported that the hotel/restaurant tear pads have been used up in half the predicted time. Estimates are being gathered for a larger print run. Also, hotels are asking for info about restaurant offerings for Christmas and New Year's. Amy will create a grid for restaurants to input their info and then will share them with the hotels and visitor centers.

Carmel Culinary Week (CCW):

Only 4 time slots at Sur La Table have been secured so far, out of 14. Ken will take 4 (2 for Carmel youth Center programs).

There are now 21 restaurants that have committed to participating in CCW in some way. We will likely hit our goal of at least 25 participants. Now we urgently need details on menus and events. This will be stressed at the restaurant workshop tomorrow.

We will be offering a prize package drawing for # of check ins. Mary Crowe offered a stay at Hotel Carmel and meal at Brophy's.

The option of whether to offer a discount code for wine clubs, VIPs and locals was discussed. The group agreed that a code would help sell advance tickets and that there would be an expectation for many marketing lists. The thought was that locals could just present their CRA membership cards to restaurants that accept them.

Amy reported that she sent one eblast out to all stakeholders offering CCW graphics and text to be used for promotion. Will do so again when we launch the more detailed site.

It was suggested that for the marketing workshop tomorrow we provide sample menus and event ideas so others have some ideas to spark creativity. Also, suggested to reach out to MCVGA and Sunset Center for their e-blast lists to see if they would be willing to help promote.

Marketing/Advertising Report: Jeff presented a plan for TV promotion in SF Bay area and on KSBW. He is negotiating with KSBW to be the exclusive media sponsor for the event, which will mean much more value added exposure. We have budgeted \$7K here, but they will do remotes from the event, for instance.

Three full-page ads are scheduled for the Pine Cone, posters will be printed and distributed to all restaurants, hotels, wine tasting rooms and around town. 3,000 more check presenter inserts have been reprinted and about half have been distributed to restaurants. Digital advertising campaign promoting CCW has started.

Public Relations Report: Ashley reported that the Abbi Agency will secure a giveaway with Bay Area News Group, and some social media giveaways. Also the Abbi Agency will secure one influencer and one traditional media to attend CCW, as well as develop and issue a press release and pitches. On social media there will be Instagram stories and highlight reel.

Mary Crowe offered lodging and a Brophy's gift card for media who will be here to cover the event.

Agenda Items for Next Meeting: None.

Next meeting will be January 7 at 2:30 p.m.

Meeting Adjourned at 3:50 pm