



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

Seventh & Dolores Steakhouse

Seventh & Dolores

Carmel-by-the-Sea, CA 93921

Tuesday, April 2, 2019

2:00 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; Ashley Brune (by phone) from The Abbi Agency; Amy Johnson, Carmel Country Inn, Dawn Dull, Carriage House Inn and Carmel Heritage Society, Barak Laub from Fun Maps.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:05 PM

Public Comments: Dawn Dull spoke on behalf of the Inns of Distinction Tour event scheduled for December 8, 2019 and encouraged restaurant participation. She pointed out the great exposure and relationship building for both the restaurants as well as the inns. Restaurants are paired with an inn and provide small bites (200-300 people), can bring promo material, and are included in advertising and on the website.

Barak Laub, who produces the Carmel Fun Map, is developing a Carmel app and is soliciting feedback for what content the RID Committee might want to see in that app. A beta version is available at CarmelFun and feel free to call Barak at 808.446.4000.

Ken Spilfogel would like a discussion about Pow Wow (IPW) on a future agenda.

Also Ken announced that the Carmel Youth Center fundraising event is on April 28. They work hard to raise \$360,000 annually for operations.

Approve Minutes: Anthony Carnazzo asked the Committee for a vote to approve the minutes from March 5, 2019 meeting. M/S Rich Pepe/Colleen and Ken. **Minutes unanimously approved.**

Marketing: Jeff Burghardt confirmed that the photo shoot with David Martinez is confirmed for April 22-26. Amy reported we have 10 restaurants signed up so far. She and Jeff will work to get as many scheduled as possible during the next week. Jeff reported copywriter is set. Developing PPC search keywords.

Earned/Owned Media: Ashley Brune reported that the two Bay Area influencers are confirmed to visit in May. Each will likely hit from 8-10 restaurants while they are in town. Ashley also presented some themes and trends to watch, including: plant-based cuisine, source-based cuisine, accessible ethnic and polished casual. More broad themes such as owner-operated and walkability will underlie all our messaging. Overarching theme – Carmel-by-the-Sea has a burgeoning food and wine scene.

California Restaurant Month (CRM): Amy discussed more detail about the benefits (and challenges) for participation in CRM. Visit California puts its marketing strength behind it and also provides step-by-step tool kits to help create a custom event for each destination. To create, hang and remove banners on Ocean Ave will cost \$6K. Jeff suggested we might be able to get a local media sponsor to help support it. Ken suggested the event have educational components – would give folks more reason to come and stay. Anthony agreed that experiential events have been very successful for them. Sarah suggested perhaps ingredient driven per week combo with “how to” and also we could get some ag sponsors. Sur La Table demo kitchen could also come into play.

Agenda Items for Next Meeting: Greg mentioned that 2020 is the 250th anniversary of Monterey – put this on our radar. Also, let’s discuss the US Open at next meeting. Lastly, we should have a discussion about the STR decision being debated at City Council.

Next two meetings will take place on the first Tuesday of the month at 2 p.m. – May 7 and June 4 at Seventh & Dolores.

Meeting Adjourned at 3:30 PM