



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

Seventh & Dolores Steakhouse

Seventh & Dolores

Carmel-by-the-Sea, CA 93921

Tuesday, May 7, 2019

2:00 PM

MINUTES

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

Committee Members Absent: Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Burghardt + Dore Advertising; Ashley Brune (by phone) from The Abbi Agency; Barak Laub from Fun Maps.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:11 PM

Public Comments: Ken inquired about the post IPW fam tour. Amy to follow up on plans when they are here on June 9. Greg also recommended we include the MCCVB with our new brand story so that they will be able to amplify what we are doing. Rich suggested we attend a Monday morning MCCVB staff meeting when we are ready, if they are willing to have us.

Greg also mentioned that Smart Meetings voted Bernardus as its #1 destination hotel in the country and Folktale was voted the #1 venue. That plus the June issue of Wine Enthusiast will be profiling several local winemakers and that issue will be out during the US Open. The MCCVB is hopefully working on packaging this. It would be cool for restaurants to offer a flight of all nine wines. In future, we should look at more focus on incentive travel.

Approve Minutes: Anthony Carnazzo asked the Committee for a vote to approve the minutes from April 2, 2019 meeting. M/S Greg Ahn/Colleen Chen. **Minutes unanimously approved.**

Financials: Amy reviewed the financials to point out an approximate \$5,000 increase in admin expenses for the upcoming year, which came as a result of the Visit Carmel board agreeing to an increase in her monthly fee. The CRID pays a percentage of that expense.

Marketing: Jeff Burghardt reviewed the results of the major photo shoot that had been completed at the end of April. Once we have the CRID campaign set, each restaurant will be given two shots along with instructions/advice for enhancing the campaign on behalf of the destination. It was suggested that we explore fun ways to encourage visitors to explore new restaurants in town (passport?).

Earned/Owned Media: Ashley Brune reported that a writer from Thrillist will be in CBTS this weekend, and will cover biking, the direct flight from DFW as well as dining. The two Spring influencers from the Bay Area are confirmed and the two fall influencers are set and will be from the LA area. Also, on social media channels, the Abbi Agency will start dedicated posts on individual restaurants on an every other week basis beginning in June.

California Restaurant Month (CRM): Amy discussed that she and the ad and pr agencies agree that a shorter time period (one week or 10 days max) for CRM would be the most practical chance for success. Many CBTS restaurants close for the first two weeks of January, so some period toward the second half of the month makes the most sense. We also can plan to fill the week with more activity then if it were spread over a longer period. The idea is to incorporate an educational/experiential component to the week including demos, films, speakers, not to mention special menus and restaurant activities. Amy will research what dates other destinations tend to choose as well as get a sampling of themes and other activities and share with group. Pepe suggested we provide the CRM materials to the wine tasting rooms when that time comes. Perhaps a winery would want to sponsor the event? Or perhaps we also look for other sponsors like ag and airlines. All committee members should come with more firm ideas to next meeting.

U.S. Open: The agencies provided a recap of digital ad and social media plans. We are creating “Things to Do” related content to promote to US Open attendees to encourage spending off time in Carmel. We will use geofencing to target golf tournament attendees with paid posts on social media. It was mentioned to expect lunch to be slow that week but dinner should be busy. Also, we will update and reprint the tear off pads in time to distribute to all hotel front desks for restaurant referrals. It will serve as a reminder to hotel staff to refer restaurants and help facilitate reservations.

Agenda Items for Next Meeting: Next meeting should include a US Open update and a CRM update to firm up dates, themes and activities. Amy will reach out to Sunset Center. Ken will contact Sur La Table again. We may need to create a CRM subcommittee.

Next meeting will take place at 2 p.m. June 4 at Seventh & Dolores.

Meeting Adjourned at 3:53 PM