



VISIT CARMEL
CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)
BOARD OF DIRECTORS MEETING
La Playa Hotel
El Camino & 8th
Carmel-by-the-Sea, CA 93921
Thursday, October 10, 2019
2:30 PM

MINUTES

Board Members Present: Mark Watson, Rich Pepe, Ken Spilfogel, Mary Crowe, Chip Rerig, Amrish Patel, Berit Keeble

Board Members Absent: Jenny MacMurdo, Pamela Sheppard

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ramon Serrano, L'Auberge Carmel; Ashley Brune and Haley Gibbs, Abbi Agency (and Steven Smith Via Phone); Jeff Burghardt, Madden Media; Jo Todd; April Locke, MCCVB; John Lloyd, Pine Inn; Suzanne Gravelle, Carmel Area Reservation Service; Dale Byrne, Carmel Cares/CRA, Michael Buffo, House of Eight; Lisa Bird, Stillwell, Inc; Joaquin Turner, Carmel Art Walk; Anthony Carnazzo, Stationaery; Sandra Book, Carmel Visitors Center.

MEETING CALLED TO ORDER: Rich Pepe called the meeting to order at 2:37 PM

Public Comments: (House of 8 Media) Michael Buffo showed a preview of "Bohemian Soul."
Jo Todd announced there will be an organ concert every Thursday of November at Wayfarer Church.

Approval of Minutes: ***Chip made a motion to approve the Minutes from September 5, 2019, Mark Watson seconded the motion. Minutes approved.***

Board Nominations: John Lloyd and Ramon Serrano will be nominees for the upcoming board vacancies. The nominations are now closed.

CRID Report: Anthony Carnazzo, chair of the CRID reviewed the following: Culinary Week January 19-26. CRID will work with Sur La Table on Cooking Demos. There are 20 slots available during the week for restaurant chefs for Classes. Discussion regarding best way to handle online sign up and payment. Digital ad campaign is seeing good results. Click rate improvements up to 2000%. Two influencers from LA are booked for the month of October. Restaurant Marketing Workshop scheduled for November 13 at 10 a.m.

CRID Nominations for Appointed Committee- Anthony Carnazzo, Rich Pepe, Ken Spilfogel, Sarah Kabat-Marcy (Cultura), Greg Ahn, Colleen (Il Tegamino), Tony Salameh (Anton and Michael), Wendy Walker, (Yeast of Eden).

Ken Spilfogel expressed concerns regarding collection from participants in classes at Sur La Table. Mark Watson and Rich Pepe suggested getting a meeting together to finalize financial logistics for this event. Jeff Burghardt presented information on BandWango web-based portal that will track registration and collect payment. Jeff to finalize details and costs with BandWango but should move forward with contracted with the company if it appears to meet the needs of this (and future) events.

Executive Directors Report: Amy Herzog reviewed the following highlights:

- Bookkeeper, Karen Davis, will start on November 6. She will work the first week of the month 2-3 hours for \$65 an hour.
- Community Relations- HOWL-O-WEEN Dog Photos and Costume Contest. A fundraising event to benefit Max's Helping Paws Foundation. Sunday, October 20, 2019 10 AM – 12:30 PM Photos. 12:30 PM Runway Costume Judging at Carmel Plaza.
- Stakeholder Communications-
 - September E-blasts
 - Culinary Week
 - PR Hits like Vogue, Sunset
 - Fall Ad Campaign
 - CCC Sexual Harassment
- Meet the Makers - On Saturday, October 12, the second annual Meet the Makers Art & Wine Walk will take place from 5-7:30 pm in downtown Carmel-by-the-Sea. Wine tasting is \$25 donation, but the event (walking the galleries) is free. Artists will be onsite. Posters have been distributed to hotels, City locations, participating art galleries and wine tasting rooms. Flyers and digital graphics have been distributed to all stakeholders. Abbi Agency posted the event, great examples of collaboration between Monterey Vintners & Growers Association, Art Walk and Visit Carmel. Visit Carmel has two banners for glass pick up locations for Makers Event. There are maps for event. A photographer was hired in exchange for tickets.
- CBTS Mural
 - Timeline
 - Creative Brief and Official Rules have been approved by Mural Committee.
 - Submissions will be open Nov. 1 – Dec 31, 2019.
 - Winner will be selected by Feb 8, 2020
 - Mural will be complete by April 25, 2020
 - Eligibility - Open to all CBTS resident artists, art gallery owners, or members of Carmel Art Association.
 - Promotion
 - Talking points/submission form ready
 - Plan for ads in Pine Cone
 - Flyers
 - Local news articles
 - Social Media
 - Video "the making of"
- MCCVB Collaboration
 - 3 See Monterey Posts

- Afar: “The Sweetest Wine Towns in the United States” - 200,000 impressions with an ad value of over \$5,000
- Blog: Photo of the Week & Instagram
- Japanese TV show with VCA
- Amy on committee to help pick new PR agency for CVB
- Visit California’s China Advisory Board coming November 1-3
- Central Coast Tourism Council - The culinary pitch has been released. The Eco Adventure- biking, hiking, fitness guide, Carmel beach has been pitched. An all day workshop will be held in Paso Robles on November 15. ** New FAQ sheet.
- Visit California – focusing on Road Trip Republic. Visit California not pushing Big Sur.
- Next Board Meeting will be November 14 at La Playa. A new board slate will be elected. To reappoint CRID Committee. There will be no December meeting. January 9 budgets and new contacts for approval. CRID Committee will meet on Dec. 3 as well as January 7.

Marketing and Advertising: Jeff Burghardt reported on the current marketing plan:

- Allegiant Flights is exploring new flights into/from Monterey
- Group Airport discussion
- Marketing Update
 - Fall Media Mix & Impressions (since Sept 7 – approx. one month)
 - TV Media- Impressions 3.3 Million
 - Online Media- Impressions 1.2 Million
 - Print Media- Impressions 385,000
 - Eblasts- Opt-in Emails 68,000
 - Prospecting & Remarketing Results changed from Quantcast to Google
 - More Qualified Website Traffic
 - Users- Down 6.70%
 - Sessions- Up 2.46%
 - Pageviews- Up 10.71%
 - Avg. Session Duration- Up 21.88%
 - Increase awareness, engagement and website clicks with digital advertising
 - Print ad special Monterey/Carmel Section
 - New email marketing “seasonal” eblasts. Opt- in list- 68,000. October 10 eblast was #2 highest traffic day of the month.
 - Improve Carmel’s search ranking with better hotel data. Need Moz forms completed by stakeholder.
 - Fall Video/TV Creative currently running in LA and San Diego
 - Video crew in town last week to film new “Carmel by the...” video with Greg Carson and team.
 - RID Marketing
 - Image-driven webpage on desktop and mobile
 - Updated landing pages for each restaurant
 - Dynamic paid social ads- Facebook, Instagram
 - Mobile: Monterey, Santa Cruz & San Benito County, 3,220 clicks, 3.05% CTR. Los Angeles, San Francisco, San Diego, Sacramento DMA, 10, 272 clicks, 2.81% CTR.
 - Desktop: Monterey, Santa Cruz & San Benito County, 861 clicks, 0.92% CTR. Los Angeles, San Francisco, San Diego, Sacramento DMA, 3,010 clicks, 1.08% CTR.

- Capture high intent searches with paid sem ads.
- Search Engine Marketing
 - Monterey, Santa Cruz & San Benito County, 126 clicks, 4.03% CTR
 - Los Angeles, San Francisco, San Diego, Sacramento DMA, 151 clicks, 2.99% CTR

Public Relations and Social Media: Ashley Brune presented the following recap:

- Media Placements- 1 regional placement
- Fall FAMs- October
 - Forbes, The Sacramento Bee, California Meetings + Events, Bay Area Reporter, SF Gate, Afar, The Daily Journal
- Media Relations Upcoming Placements- Thrillist, Smart Meetings
- Press Trips Planned
 - The Hollywood Reporter (Fall/Winter), Elite Daily (November), Honestly WTF (Holiday shopping Influencer), Trusted Travel Girl, LA Influencer (Fall), Salt + Wind Travel, LA Influencer (Fall), Luxury Travel Writer (December)
- Social Media- Insights
 - Instagram Profile
 - Competitor Average: Followers- 66,255, Net Follower Growth- 931, % Change- 1.43%.
 - Visit Carmel: Followers- 32,798, Net Follower Growth- 1,048, % Change- 3.3%
 - Facebook Page
 - Competitor Average: Fans- 142.4k, Net Fan Growth- 59, % Change- --
 - Carmel by the Sea: Fans: 47k, Net Fan Growth- 343, 0.7%
- Review Social Media Posts
 - Meet the Makers Campaign - also was picked up in Roseville Today and 7x7
 - Spring Influencers - A Side of Sweet Results and Aurelia Paquette
 - Reviewed upcoming content
 - TAA will be back in November for Board and RID workshops
- Discussion regarding media & social media analytics:
 - Chip Rerig - Consider workshop in spring for a better understanding of the numbers and measurements and the relevancy to Visit Carmel in terms of results.
 - Mark Watson- commented that the information is hard to digest
 - Amish Patel - Consider focus on one area per month
 - Ashley Brune - Review objectives and measure ROI
 - Rich Pepe - Schedule workshop in 2020

Financial Review:

- Mark Watson- Reviewed September financials. Ended the month with \$203K in the bank.
- Jeff - Reviewed proposed 2020 Marketing & Media plan. There are some new categories for 2020 based on updated ad platform spending. There are also two monthly retainer categories – an agency management fee and a new digital retainer management fee in lieu of commission.
- Carrie Theis – Asked about using the Uber Research to be used to inform future ad buys and measure metrics in 2020
- Mark Watson- Budget overview – With the exception of the “CITY” spend, the remaining expenses will be divided at a ratio of 75%/25% toward HID/RID, which is based on projected incoming revenue.

- After allocating funds based on spending from last year, there is about \$100K more that could be allocated. Versus 2019, PR went from \$116K-\$120K. Marketing \$576K to \$600K. Sales-Down a bit. Admin-up a bit.
- Start year 2020 with 289k revenue in reserve
- One new opportunity that surplus funds could cover might include building a digital library of hotel photos for consistency (like was done for restaurants).
- Suzanne mentioned we might consider marketing shops
- Chip responded that by laws of the Improvement districts limit that to benefit mostly hotels and restaurants. Chip Rerig - Council hired new city attorney, will work to ensure restaurants are paying.
- Question asked about downtown short-term rentals. Will they be required to pay Carmel HID fee and TOT? This will increase VC revenue.
- Amish Patel- Suggested that we schedule a detailed discussion about the budget and including opportunities outside of scope and that we should plan to use the \$100K for marketing (not hold in reserve since we already have plenty there.)
- Berit suggested be cautious. Could be a downturn in economy especially in an election year.
- Mark Watson suggested that Madden and the Abbi Agency make proposals
- Amy Herzog - Allocate \$5k for local print ads to support Carmel Culinary Week and next year's Meet the Makers.
- Amy Herzog - Show of hands for those who would want to attend an additional budget/marketing meeting - Mary, Pepe, Mark, Chip, Carrie, Amrish, Jeff and Ashley.

Additions to the Agenda/Future Agenda Items: Pepe brought up that at some point it might be worthwhile to discuss how to share a community database for cross-promotion.

Meeting adjourned at 5 pm.