



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

Hofsas House

San Carlos and 4th

Carmel-by-the-Sea, CA 93921

Thursday, June 6, 2019

2:30 PM

MINUTES

Board Members Present: Jenny MacMurdo; Pamela Sheppard, Rich Pepe, Ken Spilfogel, Mark Watson, Mary Crowe, Kevin Krueger, Chip Rerig, Amrish Patel

Board Members Absent: None

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Jeff Burghardt, Nicole Dore, Madden Media; Bobby Richards, Lamplighter, Forest Lodge and Carmel City Council; Carrie Theis, Hofsas House and Carmel City Council; Berit Keebler, Tradewinds Carmel; Gina Delli-Gatti, Sunset Center; Barak Laub, Carmel Fun; Anthony Carnazzo, The Stationaery; April Locke and Jeanne Gallagher, MCCVB; Jo Todd, resident; Sarah Smith and Mariah Ciani, Flaherty's and Village Corner; Ashley Wright, City Library/ Community Activities; Suzanne Gravelle, Carmel Area Reservation Service; Graeme Robertson.

MEETING CALLED TO ORDER: Rich Pepe called the meeting to order at 2:31 PM

Public Comments: Jo Todd reminded everyone the Carmel Art Walk is this coming Saturday. Pam Sheppard thanked Visit Carmel marketing team for promoting stakeholder's availability for the US Open which she felt made a difference in filling properties. Carrie Theis welcomed everyone to the Hofsas House and invited everyone to stay for a hosted reception following the meeting.

Approval of Minutes: ***Jenny MacMurdo made a motion to approve the minutes from May 2, 2019. Ken Spilfogel seconded the motion. Minutes approved.***

Carmel Restaurant Improvement District Update: Anthony Carnazzo reported that the CRID is working on the creation of a Carmel Restaurant Week in January. The committee has been examining other cities to see what works and what doesn't. They are putting together guidelines for participation and how to get other groups involved. Sunset Center is offering to host culinary talks. The committee is hoping to get hotels involved. The plan is to circulate a memo to stakeholders asking for ideas on ways to

participate in Food Week. Greg Ahn of 7<sup>th</sup> and Dolores has offered his event staff to help facilitate and plan the week. Amy Herzog noted that starting small at first and growing it over time is the approach the committee is taking. The committee is looking to solidify the plan by September for advertising purposes. The first Tuesday in August (August 6, 2019) will be the next RID meeting at 7<sup>th</sup> and Dolores Restaurant and is open to the public.

Executive Directors Report: Amy Herzog went over the highlights from the May Eblast to the Stakeholders which included the Innkeeper Dinner hosted by Flaherty's, new tear maps are ready for distribution, Annual Report was submitted, and US Open "Things You Should Know".

- Visit Carmel updated its online press kit and debuted new press releases.
- Amy will be attending the DMA West Leadership Summit at the end of July. This will be a great opportunity to network with other DMO's.
- IPW is coming to Monterey on June 9. MCCVB will be representing our area. It will be comprised of 30 International attendees ½ of which will represent media, the other ½ are travel trade.
- MCCVB had several media placements that mentioned CBTS and the *Big Little Lies* trailer for Season 2 showcased the Carmel Police Department.
- CCTC has their summer calendar up on their website and it features several Carmel events.
- Visit CA released their latest industry report. Highlights include: travel spending is up; top two areas of growth were accommodations and restaurants. Monterey County has seen 44% growth in the last 10 years in travel spending, 6% growth in the last year alone. Visit CA has launched their Tastebazers campaign focusing on culinary marketing. They have broken the campaign into two areas one focusing on Domestic with a more "common" theme partnering with Trip Advisor as their advertising tool. The other is International with a more "discerning" theme partnering with Michelin Guide for advertising.
- 8 Carmel restaurants made the CA Michelin Guide out of 14 total inductees from the Monterey Peninsula.
- Progress on the Outdoor Mural continues. The matter is going to be heard by the Community Activities Commission on June 11 since the Committee for Art in Public Places is no longer functioning.
- No Board meeting in July. Planning for 2020 will begin at the August meeting. September is Board nominations and a draft of the 2020 budget. November is our annual board meeting and election of new members.
- US Open hosting program and Restaurant Grid are available during tournament week.

Carmel Chamber/US Open: Jenny MacMurdo attended an all agency meeting to discuss the US Open prior to the start. Transportation highlights include: shuttles to and from the tournament will be given priority on the roads. Planes will be flying low throughout the week identifying problem areas and reporting back to avoid unnecessary gridlock. Ridesharing is encouraged. 12 passengers or less vehicles will have specific drop off points. Word is that transportation such as Uber or Lyft will be charging \$80-\$100 to exit the tournament and drop off points will be placed at the locations farthest from the tournament. There will be an intense "iron gate" entry and everyone must have the proper credentials.

- Traffic will be considered heavy from 6am-9pm. Employers should encourage their employees to carpool or take public transportation to work during the Open week. MST will be treated like shuttles and given priority.
- Only clear bags will be allowed in the tournament. 256K people are expected during the US Open week. Walking path between Carmel and PB will be open to pedestrians. No one who is not staying at the PB Lodge will be allowed to dine there but Spanish Bay is open to all visitors.

**MCCVB:** April Locke reported that Tammy Blount-Canavan received global recognition for her work at the MCCVB. Rachel Dinbokowitz will be the new PR Manager for the MCCVB starting on June 10<sup>th</sup>.

Currently, the MCCVB has a Visitor Services Manager position open.

- August 29 will be the Annual MCCVB Membership Luncheon at the Hyatt.
- IPW is coming to town. Visit Carmel will have a table at the MCCVB-organized event.
- MCCVB has built a marketing campaign around the second season of Big Little Lies calling it “Big Little Moments.”
- US Open landing page on the MCCVB website is up.
- Dallas/Monterey Flight promotion has received 84 million impressions.
- Carmel Beach voted best picture on the See Monterey FB Cover Page receiving a 4% social media engagement rate and 1.7% from Visit California.
- Carmel is the 2<sup>nd</sup> highest jurisdiction landing page behind Big Sur on MCCVB website.
- Carmel Beach will be included in an upcoming article in a running magazine.
- Fox Sports in doing multiple segments on the area for the US Open.

**PR and Social Media:** Ashely Brune reported VC had 6 media placements in May, the DRA is currently at 59 with a combined score of 87.

- VC hosted two media from the Dallas market to help promote the new direct flight in May.
- There were 5 press trips hosted in May. Highlight placements included a 6 page spread in Los Gatos magazine, articles in Organic Authority, Reader’s Digest and Brazil’s Marie Claire.
- Upcoming press trips include a low-key visit with SF Chronicle. Fall Fams will focus on the RID influencers including Trusted Travel Girl. The two influencers specifically coming to focus on the RID will be paid for out of the RID budget.
- Second QTR focused on summer travel, and Dallas/AA flight, press kit focused on “Finding your creative spark in CBTS” and updating the press kit with the assistance of Amy Herzog.
- Third QTR will highlight “Things to do”; sustainable travel and events like the US Open, Bach Festival and Concours on the Ave.
- Fourth QTR pitch angles will focus on spontaneous travel, weather, Meet the Makers event and the Holidays.

Social Media total followers increased by 1.4% in May. Twitter engagement increased by 16.1 % from the previous month largely due to a post on the passing of Doris Day. VC saw an audience growth on FB of .85% and 24% on Instagram. LA continues to be the top SM market; female audience continues to dominate and 35-54 age demographic sees the highest percentage of engagement. #DistinctlyCarmel campaign is going well. There will be Social Media posts to help visitors during the US Open find last minute accommodations, information on the shuttle service and restaurants. SM Influencers included posts from Tanya Foster (95K followers), Lone Star Looking Glass (76K followers), and Kate Retherford (46K followers). RID specific influencers included posts from A Side of Sweets and Aurelia Paquette both based out of SF. Trusted Travel Girl (149K followers) and Aida Mollenkamp (36K followers) are coming in the fall to focus on restaurant travel. Both are based in Southern CA.

**Marketing and Advertising:** Jeff Burghardt highlighted a spontaneous visit in which they played host to a representative from a Japanese Airlines and a writer out of LA which produced a 2 page article in Japan Airlines Magazine.

- Seasonal theme will focus on “Things To Do” and Itinerary ideas. US Open page is live on the VC website. US Open geo-fencing digital ads are also live.

- “Pack Your Appetite for CBTS” Digital Ads are being developed for the RID. Interviews with Restaurant Stakeholders for Web Content is being created to help with the marketing campaign.
- A new Google product has been introduced. They are search ads that will include a 6 image gallery. Jeff will be creating ads for this new opportunity as well as geo-fencing ads that focus on “Loving Carmel Like A Local”.
- VC has new drone footage in its video library. Jeff will be creating new marketing videos from this footage. TV planning and production is underway for the “I Had Know Idea” inspirational campaign. The hope is to have the deliverables by the end of October.
- Google/DMO partnership is in Phase 1 which will extend through December 2019. Currently hotel data is being compiled in a spreadsheet and being uploaded which should take a couple of weeks. This will provide benchmark data. Madden will then prioritize the required changes and reach out to innkeeper stakeholders to fill in the missing information.
- Fall Multi-Media Mix is lined up including LA based TV, all channels of SM including SF Gate, Eblasts and print with SF Chronicle.
- 2019 Trends in Media include: Mobile First, On Demand Economy, Non-Linear Path to Purchase, Rise of Mobile Video, Authenticity is attractive. Millennials outnumber boomers in spending.
- New tear pad maps will be distributed to the Inn’s team leaders prior to the US Open week.

Financial Report: Mark Watson reported that since last month’s report the seminar fees have been paid. VC currently has \$125K in the bank. \$7600 has been coded to the RID but has not been paid back to date. Individuals that also contributed to the formation of the CRID will need to be reimbursed. It is not currently in the totals. 12 out of the 50 restaurants have not paid their initial RID assessment – follow ups from City will go out. YTD \$260K in revenue was budgeted, to date \$258K has been collected. \$7K reserve has been built into the RID budget out of the 12K total VC PR Budget. Currently, VC has a 70 (CHID)/30 (CRID) percentage breakdown for expenses. YTD we are currently \$148K under budget on expenses. Cash flow was projected to be negative \$199K but is currently only \$148K.

2020 Marketing Planning: The Board agreed to move the meeting to August 8 (2<sup>nd</sup> Thursday) from Noon – 2:30pm at Sunset Center for the Closed Session. The Board will hear the 2020 VC Marketing Plan presentations and is expected to vote on the renewal of agency contracts based on these discussions. Board Members are encouraged to bring their ideas and provide feedback on the 2020 Plan. The regular meeting will immediately follow at 2:30pm.

Additions to the Agenda/Future Agenda Items: A request was made to discuss at next month’s board meeting permanently changing the VC Board meeting date to the second Thursday of every month. Mark Watson commented on the improved trash clean up on Hwy 1. He requested that everyone post on the Cal Trans website encouraging Cal Trans to maintain the cleanup. Chip Rerig responded to a question about the frequency of trash pickup of City receptacles. According to Chip, the City empties the receptacles in the commercial district 7 days a week. Rich Pepe commented that PB has spent the last 4 years making improvements to their infrastructure to get ready for the US Open event and their 100 year anniversary. Carmel is seeing those same signs of improvement to its infrastructure. He congratulated Chip Rerig and the City Council members who were present on that progress.

Meeting adjourned at 4:13pm