



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

Sunset Center – Chapman Room

San Carlos and 9th

Carmel-by-the-Sea, CA 93921

Thursday, August 8, 2019

2:30 PM

MINUTES

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

Board Members Absent: None

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ramon Serrano, L'Auberge Carmel; Carrie Theis, Hofsas House and City Council of Carmel by the Sea; Bobby Richards, City Council of CBTS; Abbi Whitaker, Steven Smith, and Ashley Brune, Abbi Agency; Nicole Dore, Jeff Burghardt, Alexis Favis, Dan James and Bryan Tracey, Madden Media; Staci Giovino, Carmel Food Tours; Jan Reimers, City Council, Francesca Ruiz, Carmel Plaza Marketing Director; Gina Delli-Gatti, Sunset Center; Jo Todd; Rachel Dinbokowitz and April Locke, MCCVB; John Lloyd, Pine Inn; Karen Ferlito, public.

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. Francesca Ruiz, Carmel Plaza marketing director, announced there are partnering opportunities available with their new SM campaigner which includes an influencer. Karen Ferlito is a passionate advocate for greening /sustainability of Carmel especially around the beach. Staci at Carmel Food Tours invites everyone to attend one of her tours in late Fall/Winter that still have openings. Rachel Dinbokowitz introduced herself as the new PR manager at the MCCVB. Gina Della-Gatti reminded everyone of Sunset Center's upcoming Fundraiser on Saturday, September 7 that benefits Arts Education.

Approval of Minutes: ***Jenny MacMurdo made a motion to approve the minutes from June 6, 2019. Mary Crowe seconded the motion. Minutes approved.***

Report on Closed Session: Rich Pepe reported that both Agencies gave nice presentations. The Board unanimously approved to continue with both the Madden Media Agency and the Abbi Agency through December 31, 2020 pending acceptance of the new contracts.

Nominating Committee: Mary Crowe reported that the committee found three great candidates for the available HID Board seats. Berit Keeble, Tradewinds Carmel, will take over the seat vacated by Kevin Krueger and finish out the remainder of his term. John Lloyd, Pine Inn, and Ramon Serrano, L'Auberge Carmel, will fill the two vacant seats at the beginning of the new term starting November 2019. ***Mary Crow made a motion that Berit Keeble fill Kevin Krueger's vacant seat till the end of his term and nominated Ramon Serrano and John Lloyd to fill the two remaining seats at the start the new term. Jenny MacMurdo seconded the motion. Motion passed unanimously.***

Amy Herzog brought up a suggestion from a previous board meeting to change the VC meeting schedule to the *second* Thursday of each month, continue meeting 10 months of the year, taking the month of August (and possibly December) off, and requesting that the Agency keep to a minimum quarterly in-person attendance while the rest of the scheduled meetings would remain call-in. ***Mary Crowe made a motion to change the regular meeting time to the second Thursday starting in October 2019. Mark Watson seconded the motion. Motion passed unanimously.***

Carmel Restaurant Improvement District: Anthony Carnazzo deferred to Amy Herzog to report on the inaugural CBTS Culinary Week scheduled for January 19-26, 2020 including an educational and experiential element. Goal is to brand CBTS as a Culinary Destination. The goal for the event is to have 50% restaurant participation. Print distribution for restaurants to advertise the event, Pine Cone Ads and PDF flyers for Inn's to advertise are in the works.

Executive Directors Report: Amy Herzog went over the following highlights.

- June Stakeholder Eblast included: US Open Tools, tear pad map distribution, CRID update and Sunset Magazine article. The first of 2 July Stakeholder Eblast included: exclusive offers, US Open Recap, trash awareness, CBTS Spotify playlist, Yoga at the Beach and Influencer visit recap. The second included: Tips on navigating Car Week and Shuttle info, upcoming Board nominations, CRID update, media coverage highlights and #DistinctlyCarmel photo contest and reminder about the MCCVB Annual Luncheon August 29 at the Hyatt.
- City Council officially accepted Annual report at the last meeting.
- Update on Monterey Regional Airport- applied for the second time for small air service grant for various projects. VC provided a letter of support in the application.
- Selfie Wall continues to make progress. City's Cultural Activities Commission is supportive as is the owner of the building that has been identified for the wall.
- Leadership Summit Recap was beneficial. One major takeaway was the need to be flexible as a DMO and be prepared to change as necessary.
- CCTC is rebranding – "It's About Time"
- Both VC Agencies have a planned marketing meeting with the MCCVB. Tammy Blount-Canavan is resigning as CEO, Rob will serve in the interim. Spots are available at the MCCVB annual luncheon, \$59 per person. Monterey Grab Life by the Moments campaign highlighted several CBTS specific posts. IPW hosted 30 International attendees in Monterey, ½ media ½ trade. VC did participate.
- Visit CA's Korean office is focusing on a Michelin Road Tour campaign in which Carmel's Michelin restaurants will be featured. Visit CA also included several Monterey Peninsula SM posts.

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

- Current focus is on “Things To Do” through September followed by “Spontaneity and Weather”. “Love Carmel Like a Local” campaign is being geo-targeted up to 125 miles away. Awareness and key engagement is the focus.
- Fitness Guide has been updated, expanding the section on Garrapata and adding Palo Corona. Chris Cleary offered photos for use in the updated brochure.
- Fall and Winter Fitness Retreats are scheduled with Jeff Galloway.
- Google DMO and Moz Program to improve VC Stakeholder listings continue to move forward. Hotel Listings have been added and have received a 58% rating. Next step is to create an action item list to distribute to stakeholders to work on improving the MOZ score and to eliminate unclaimed Google listings of active stakeholders. The focus is on hotel/inn stakeholders first.
- Shift away from Quantcast analysis and replacing it with Google and “Madden Voyage,” a real time digital advertising and social media analytics dashboard.
- Digital first media shift in 2019, focusing on growing top feeder markets in CA. Fall marketing includes using branded TV commercials and print media; increasing awareness, engagement and website clicks. New email marketing includes a “Welcome” eblast for new opt in users and seasonal eblasts.
- RID marketing will use image driven campaign and dynamic paid social ads. Each restaurant stakeholder will receive an updated landing page on the VC website. Focus on capturing high intent searches with paid SEM ads on Google. Additional of CBTS Culinary Week with Banners on Ocean Ave which need to be reserved via the City and should be reserved ASAP.

PR and Social Media: Ashley Brune provided the following recap.

- Visit Carmel’s DRA is improving. Current score is 59. Media placements: 8 regional and 1 national, including a large spread in *Los Gatos Magazine* that resulted from a Fall FAM. Russian FAM produced 2 print articles. The crown jewel was premiere article in the *SF Chronicle* (1.8 million readership) including the Sunday edition (86K readership).
- Upcoming Media relations include five planned press trips as well as a group Fall FAM.
- Quarter 3: Pitch angles for “Things to Do” include itineraries and sustainable travel. Quarter 4: Pitch angles for “Spontaneity and Weather” include Meet the Makers and charming holiday destination, spontaneous travel, best time of the year weather.

Steven Smith reported on the following SM highlights:

- Overall followers increased by 2.9%. Instagram saw the biggest increase in followers by 4.1% and engagements were up 3.1%. Competitor set shows their overall SM is down across all channels. CBTS had the biggest fan growth.
- Focus on Partner Posts including both Inns and Restaurants. #DistinctlyCarmel continues to be a popular on SM and gets good engagement. Spotify Playlist is gaining traction. US Open posts had very good engagement.
- Influencers Trusted Travel Girl and Aida Mollenkamp will visit in the Fall for the RID.

Financial Report: Mark Watson reported that VC currently has \$110, 871 in the bank. \$91K came in from the TOT, \$30K is budgeted from the City but was not received to date. VC had \$8200 in expenses, only \$7100 budgeted. VC is \$36K under budget for marketing for the year and under budget in Sales and Administration. YTD VC is overall \$51,610 under budget.

RID has now had two quarters of collection. So far, 12 restaurants have not paid their first quarter RID assessment, some of which were categorized as a likely oversight. A letter is being sent by the City regarding the oversight as a friendly first reminder. Outstanding receivables will help take care of the current shortfall. Overall, we are right on target for the 2019 revenue. Cash flow looks good through the end of the year. John Lloyd asked about the marketing budget surplus still on the 2019 budget. Jeff explained that much of that budget will be spent on the current creative projects as they are completed.

Amy Herzog and Mark Watson are researching possible bookkeepers. Mark estimates approximately 15-20 hours a week and figures a likely salary would be between \$25-\$30 per hour. Mark will have our Market Share statistics at the next meeting.

Additions to the Agenda/Future Agenda Items: N/A

Meeting adjourned at 4:06pm