



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

Sunset Center

Ninth & San Carlos

Carmel-by-the-Sea, CA 93921

Tuesday, January 7, 2020

2:30 PM

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Greg Ahn, Sarah Kabat-Marcy, Rich Pepe, Wendy Walker

Committee Members Absent: Colleen Chen Panzuto

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media (phone); Ashley Brune, The Abbi Agency (phone); Dale Byrne, CRA; Barak Laub, Fun Maps app.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:34 PM

Public Comments: Dale presented updates to his walking audio tour and discussed new CRA VIP cards program. Ken discussed with the group the need for the restaurants to have a discussion with the City for a review of the local ordinances that apply to restaurants. A review could help determine which should be reinforced, which should be rewritten, and which require re-education so that they are followed and enforced fairly.

Approve Minutes: Anthony asked the Committee for a vote to approve the minutes from December 3, 2019 meeting. M/S Rich Pepe/Sarah Kabat-Marcy. **Minutes unanimously approved.**

General Update: Amy reported on the Marketing Workshop that had been held in December. Well attended and well-received. Also, quick update provided on changes occurring at various restaurants, including ownership changes, openings, and closings. Lastly, update provided on moving forward with plans for an increased print run on tear pad maps (still gathering estimates and waiting while some of the ownership changes finalize). Barak offered to discuss combining efforts with his Fun Map. Answer by committee is that does not work for Visit Carmel branding or optimum functionality for hotels and restaurants.

Carmel Culinary Week (CCW):

Met goal of 50% participation with 25 restaurants involved in Culinary Week. Amy provided a draft Participating Restaurant Instruction sheet as well as Staff Training sheet for Committee review and feedback. Will be distributed to all restaurants prior to event start date.

Posters and brochures scheduled for delivery to all hotels and restaurants as well as any other retail businesses expressing interest in carrying them. Amy expanded distribution to hotels beyond the district as well, such as Highlands Inn, Mission Inn, etc.

Amy updated the group on all the logistics falling into place, including the successful launch of the mobile passport. Also it was discussed that discount codes could be created for restaurants with wine clubs or extensive VIP lists.

Tracking – preliminary list of sales tracking metrics discussed. Sarah suggested that not only track number of prix fixe sold, but also track the percentage (prix fixe is what % of sales each day?).

In terms of community support, Amy or the Abbi Agency team reached out to Pine Cone, KSBW, Monterey County Weekly, and Edible e-newsletter for PR support. Amy is scheduled to speak to Chamber VC staff on 1/15 and, along with Pepe, would be speaking to MCCVB staff on 1/13. Chamber has scheduled two dedicated emails at no cost. Also contacted the CRA - incl in The Voice printed newsletter; Sunset Center, CA Restaurant Association, Doctors Conference at Sunset Center, Monterey Conference Center – has one small group during that time, and the Monterey County Vintners & Growers Assoc.

Marketing/Advertising Report: Jeff provided a quick review of accomplishments in 2019, including building the Culinary brand. Last few months have shifted focus to Culinary Week, but when that is over the plan is to go back to more general dining digital and video components.

For Culinary Week, reminder of integrated campaign including TV (Bay area and local/regional), online media, 2 full-page print ads in Pine Cone, PR/social, and eblasts. Presented the 15 second spot that will run on KSBW as well as Bay area NBC. Culinary Week is featured on the home page of our website.

In terms of printed pieces: Banners will go up on Ocean Ave the week prior to event. Posters are done. Brochures will be finished and distributed week prior to event. Printing 6,500 to cover all hotels, restaurants, visitors centers, etc.

A professional photographer will be at Culinary Week on Wed/Thurs to shoot events as well as fill in other gaps we may need. Plan to shoot some of the new restaurants to add to website, among other uses including the dynamic paid social ads.

Public Relations Report: Ashley reported on some recent earned media hits in Forbes, Sac Bee, and the San Mateo Daily Journal.

For Culinary Week, the Bay Area News Group giveaway ran in late December, and some social media giveaways on our owned media channels are set to run. A press release was issued and there has been

some pick up so far including NBC LA website, Rocklin and Roseville Today and Visit California. The Abbi Agency is working on Monterey County Weekly and Edible Monterey Bay.

Social media posts are ongoing. An influencer from Bay Area @betweenballoons has confirmed attendance at Culinary Week. The Abbi Agency also has instructed to engage our fall influencers to post from their visits starting this month.

Agenda Items for Next Meeting: None.

Discussed keeping future meetings during the same week as Visit Carmel board meetings. Exception next month when Amy will be attending Visit California Outlook. So, next meeting will be Feb 18 at 2:30 p.m. But future meetings generally 2nd Tuesday of the month.

Meeting Adjourned at 3:50 pm