



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, October 20, 2020 at 2:30 pm

MINUTES

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

Committee Members Absent: Colleen Chen Panzuto

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt and Nicole Dore, Madden Media; Dale Byrne, Carmel Gives; Staci Giovino, Carmel Food Tours

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:35 PM

Public Comment: Dale gave an update on the myriad projects Carmel Gives has going on. The org has raised an incredible \$350,000 since May and distributed \$200,000 of those funds. Dale asks that we let him know if we have any ideas.

Minutes: Anthony called for approval of the minutes from Sept 29, 2020. Anthony made motion to approve, Pepe seconded. Approved unanimously.

Executive Director Report:

- Amy provided an update on the Outdoor Dining issues. Marnie from the City had recently released a detailed email with additional guidance on awnings, lighting and operating hours.
- Amy presented the draft budget(s) for 2021, as presented to the Visit Carmel Board the previous week.
- Amy also reported that the VC Board have elected to allocate an additional \$30K in advertising spending for Q4, based on board discussion. Part of the reasoning is that the fall months are likely to have better weather and the destination is better suited to accommodate visitors with outdoor dining / wine tasting / activities. Once winter is here full force there are more unknowns.

Carmel Culinary Month:

- Jeff and Nicole provided an update on Carmel Culinary Month (CCM), starting with a laundry list of tasks.
- Luckily, the brand and logo can be easily updated from "Week" to "month." Among other things, we will drop the "Art of the Plate" tag since there will be a lot of "take out" options.

- Excited about the idea of customized take out stickers for each participating restaurant – limits personal contact and great branding for the month-long event.
- Reminder, the CCM is an incentive-based event, that utilized a mobile app on which the user “checks in” for each restaurant.
- Sarah brought up the idea of having some virtual events as part of the month. Could be that attendees pick up (or get delivered) a box of ingredients for participation from home. (In fact, it doesn’t even need to be live – can be an on-demand video that address is provided along with the box, for example.) In the case of events as such, we can list and promote them as part of CCM, but will not use the app to sell the tickets as was done last year.
- But the crux of the event will be prix fixe menu options – available for dine in or for take out.
- Edible Monterey e-blasts are on the target list as an ad vehicle. Anthony in support as this has good reach into SJ and SF Bay areas.
- Gamification - Will ask for \$100 gift cards from participating restaurants to use as prizes for participants. Also, perhaps we can get KSBW as a media sponsor again and run a sweepstakes and/or announce winners thru that venue.
- We also need to make clear that one must order either the prix fixe offering (or an entrée) in order to receive any incentive items or be entered for prizes.
- Amy to start getting the restaurants on board by sending out the new plan and a reminder of what was offered last year. Also will advise that restaurants should consider take-out friendly options and be sure to advance purchase the supplies needed for take out.

Agenda Items for Next Meeting:

Decided next meeting will take place on Tuesday, November 10 at 2:30.

Meeting adjourned at 3:47 pm.