



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, November 10, 2020 at 2:30 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Rich Pepe, Wendy Walker, Greg Ahn

Committee Members Absent: Colleen Chen Panzuto; Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Ashley Brune, Abbi Agency; Staci Giovino, Carmel Food Tours

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

Public Comment: None.

Minutes: Anthony called for approval of the minutes from Oct 20, 2020. Pepe made motion to approve, Greg seconded. Approved unanimously.

Executive Director Report:

- Amy provided an update on the Outdoor Dining issues. Discussion ensued about being ready to push take out and delivery options once the weather becomes even colder and more rainy.
- On owned media channels, we will need to be even more attuned to the weather and being sensitive to messaging.

Carmel Culinary Month:

- Amy reported that Visit California is no longer deeming January as CA Restaurant Month.
- The Committee revisited Carmel Culinary Month and the practicality of trying to pull off an extensive month-long event at this time.
- What we ultimately really liked about the event was the educational component, which is almost impossible under these circumstances.
- With all the uncertainties at this time, it was determined that it might be easier on the restaurants and we could have more chance for success if we postponed it until March or April.
- All present Committee members were in favor of the decision.
- However, we do want to explore collective efforts to support take out and delivery to locals. Perhaps we can strike up a promo with a delivery app?
- Anthony reminded the group to continue to focus on the drive markets, especially Central Valley, Bay area, LA area.

- Another idea – with all the new residents moving into the area, perhaps we can team up with some real estate companies to create a “Welcome Wagon” restaurant promotion of sorts.

Agenda Items for Next Meeting:

Decided next meeting will take place on Tuesday, December 8 at 2:30. At that meeting, we will confirm which Committee members would like to serve another term. All present indicated that they did – Ken, Pepe, Wendy, Anthony and Greg.

Meeting adjourned at 3:47 pm.