



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, December 8, 2020 at 2:30 pm

MINUTES

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

Committee Members Absent: Colleen Chen Panzuto; Greg Ahn

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Ashley Brune, Abbi Agency; Dale Byrne, Carmel Gives, Faisal Nimri, Courtney Kuhn, Kristen Ridout

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:33 PM

Public Comment: Dale and Ken spoke about the work they are doing with the Boys and Girls Club in Seaside. They are not only donating meals, but also starting an experiential/educational component to get some of these kids more exposed to the restaurant/culinary industry.

Minutes: Anthony called for approval of the minutes from Nov 10, 2020. Kenny made motion to approve, Wendy seconded. Approved unanimously.

Executive Director Report:

- Amy provided an update on the potential Regional Shutdown Order proposed by the Governor. While Carmel is not subject to the order at this time, we should be prepared. Our region could fall under the threshold or Monterey County could enact the restrictions at its discretion (as has been done in many of the Bay area communities).
- Outdoor Dining issues will be up for consideration at the City Council meeting tonight. Amy provided an overview of some of the questions the Council is considering. All restaurateurs with thoughts to express on the topic were encouraged to attend.
- Amy showed the new stickers being produced and took names of those who want them.
- Amy confirmed that all Committee members agree to be nominated for another one-year term. This will be approved by the board at the next Visit Carmel board meeting. As it is time to select a chairperson again, Wendy nominated Anthony as chair for another term. Pepe seconded the nomination. Anthony accepted.

Marketing Report:

- Jeff presented the Carmel Take Out and Deals campaign, which entails a website upgrade, encouraging restaurants to create special offers, free gift card giveaways. It will be supported by digital ads and possible Carmel print ads, KSBW TV, and postcard mailings. Amy also suggested we utilize the Carmel Culinary Week local email list from last year, about 1,000 contacts.
- In asking about the \$100 gift cards the following restaurants offered to provide: Anthony, Wendy, Sarah, Kenny for both places.

Public Relations Report:

- The Abbi Agency will support the Take Out Campaign effort with written content and PR, blogs, and owned media.
- Ashley provided a report with some excellent media coverage from the past month, social media highlights and also the results of an influencer who was in town in October. The influencer provided 92 images for our use as assets.
- Ashley inquired about hosting media in the area when the time is right.

Agenda Items for Next Meeting:

Anthony asked Ashley her thoughts on finding a “local” influencer who might post/promote the take out experience.

Meeting adjourned at 3:44 pm.