



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
Seventh & Dolores
Carmel-by-the-Sea, CA 93921
Tuesday, February 18, 2020
2:30 PM

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Rich Pepe, Colleen Chen Panzuto

Committee Members Absent: Wendy Walker, Sarah Kabat-Marcy, Greg Ahn

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Nicole Dore, Madden Media (phone); Ashley Brune, The Abbi Agency (phone); Barak Laub, Fun Maps app; Roger Burleigh, Sustainable Fisheries; Tony Salameh, Anton & Michel; Christian Pollack, Pepe Int'l.

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

Public Comments: Pepe introduced Christian Pollack, director of operations for Pepe International. 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 January 9, 2020 meeting. M/S Rich Pepe/Collen Chen Panzuto. **Minutes unanimously approved.**

Marketing/Advertising Report: Nicole Dore reported on the marketing programs that were implemented in support of Carmel Culinary Week. The strategy was an integrated campaign including TV (Bay area and local/regional), online media, 2 full-page print ads in Pine Cone, PR/social, and eblasts. Also, banners were installed on Ocean Ave, posters and brochures were distributed to hotels, restaurants, visitors centers, etc.

Some highlights: The Culinary Week landing page on the website had more than 41K visits. Top 5 major geographic feeder markets to that webpage came from San Fran, Dallas, San Jose, Monterey and Los Angeles. The majority of mobile passport downloads came from the Monterey Peninsula region (Carmel, PG, Pebble, Monterey, Salinas) and then from outside the area was San Francisco and San Jose as top markets. Events were attended mostly by "locals."

Public Relations Report: Ashley reported on the earned and owned media strategies for Carmel Culinary Week. The agency was able to secure media placements in: Roseville Today, several Visit California publications and pieces, Edible Monterey Bay, The Mercury News, East Bay Times, 7x7, Monterey County Weekly, KSBW, NBC-LA. We also had several event-related giveaways in the Bay Area News group as well as on owned media channels.

In terms of additional owned media: The agency created several "stories" on Instagram during the course of event, several posts, participated in a food travel chat on twitter, and arranged for an influencer from Bay Area @betweenballoons to attend. Overall owned media results specific to CCW: Total impressions: 107,319; total engagements: 6,278; story views: 80,578; new followers: 1,467; link clicks: 664.

CCW Debrief Report:

Amy reminded the group of the original objectives for the event: More people thru the doors during a slow week; Exposure to future customers; Elevate Carmel's culinary brand image; Create off-season event to promote/increase room nights; Leverage Visit California promotional opps. Further discussion reported on what worked and what didn't. The technology (mobile passport) needs the most work, as well as consistency/training at restaurants, and more events. Amy also reported the results of the surveys sent out to participating restaurants, hotels and attendees. Most feedback was quite positive, but there were also many comments with suggestions for improvement.

Additional discussion included creating more excitement around the events, but also keeping things diverse – something for everyone. For next year, a kick off event of some sort might make a lot of sense for grounding the event at one date/place and also to help attendees download their passports and understand what opportunities there are. Would like to see greater impact on overnight stays.

Agenda Items for Next Meeting: None.

Next meeting to focus on what's next for RID specific projects including the Wine tasting room passport, perhaps having a "locals week," AT&T weekend was soft, etc.

Next RID Committee meeting is Tuesday, March 10. Ken will set a Wed morning restaurant meeting for Wed., March 11. Next VC board meeting is Thursday, March 12.

Meeting Adjourned at 4:01 pm