



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, March 31, 2020
1 pm

MINUTES

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

Committee Members Absent: Wendy Walker, Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Ashley Brune, The Abbi Agency

MEETING CALLED TO ORDER: Amy called the meeting to order at 1:05 PM

COVID-19 Update and Overview Report:

Amy briefed the group on what has been happening regarding Visit Carmel's shifting focus in light of the pandemic. The organization has made a necessary shift to a more partner/community-centric focus, especially working on communication within the community and support of the restaurants that have remained open.

- Working on forecasting budget and adjustments.
- In savings mode in order to prepare for when it's time to implement a recovery plan.
- Now utilizing Zoom for update meetings and would like to use for board meetings.
- Messaging has turned primarily to:
 - o Restaurants are "here for you" - curbside or delivery...
 - o Aspirational/hopeful
 - o Community support

Marketing/Advertising/PR Report:

Discussion turned to specific programs that have been initiated on behalf of the restaurants that are still open and have streamlined into a take out/curbside/delivery model.

Jeff provided details on a very local geo-targeted digital ad campaign, to which Visit Carmel is allocating \$392/week. Group consensus was that the click thru rate and avg click price (\$.32) justifies maintaining the campaign for another week and we will keep monitoring.

On social media, Ashley outlined the Instagram highlights her group implemented. Every open restaurant was featured on its own slide. The reel will exist as a permanent story on the Visit Carmel Instagram page for the time being.

The group discussed that despite all the local/community communications efforts to spread the word on which restaurants are open (including Carmel Pine Cone Bulletin, Chip's newsletter, Library newsletter, Chamber, CRA, etc) there still is evidence that many community members still aren't aware.

Here are some ideas to further garner attention to the restaurants and communicate with the community:

Humanize – Gather content from the restaurants including human interest stories (i.e. providing daily free meals to those in need or creating a “survival kit”). Use content on owned media, but also pitch to local media as news stories. Local media to approach include Chris Counts at Pine Cone, Mark Anderson at Herald/Edible MB, Monterey County Weekly, KAZU, KRML, KION radio (Marzetti), KSBW tv.

More visuals – Solicit photos or short videos from the restaurateurs that have a decidedly local element (i.e. photo of Carmel police officer picking up food, staff out for delivery, owners standing next to their new “pick up” signs, etc.) Use as part of owned media, possible pitch to local media, possible use for updated digital ads (may create a carousel-style ad).

Printed Flyers – It seems that simple printed flyers may be what's needed here to fill the gaps to the community about which restaurants are open. Create a cohesive flyer that lists all the restaurants (how to order/special offers), and then provide those as pdfs to all restaurants. We can ask each restaurant to do their part – perhaps print their own quantity, include flyers in each to-go package, post at each restaurant, possibly even distribute to individual houses (need to discuss this more, as it poses some potential issues). Also, we would like to approach the Carmel Pine Cone to see if there is a possibility of a no or low cost way to insert the flyer in the folded Pine Cone papers, perhaps by next week. Flyers can be printed on 11x17 for posting around town as well (Amy can coordinate that with City).

Local e-blast – Use the opt-in email list from Carmel Culinary Week to create an eblast with the link to the restaurant info. Also, we can then ask each restaurant to send the eblast to their private lists as well.

Other options – Continue to go back to the other community organizations that have been supportive of helping to communicate (Chamber, City, CRA), but perhaps there are others -- local school districts for instance.

Agenda Items for Next Meeting: Ideas to consider for future discussion: Collective Carmel restaurant subscription boxes (based on Sarah's report that the Cultura subscription boxes have been going quite well.) Also, Greg had posed the idea of a cooperative delivery service, as many restaurants aren't getting too many delivery orders at this time, it may help to have a staff person who is handling several restaurants' deliveries at a time. The logistics and organizing of these ideas may be stumbling blocks, but worth consideration.

The Group decided that weekly meetings during this unprecedented and unpredictable time would be helpful. Please plan to meet via Video Conference each Tuesday at 1 p.m.