



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, April 21, 2020 at 1 pm

MINUTES

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

Committee Members Absent: Sarah Kabat-Marcy, Greg Ahn

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Ashley Brune, The Abbi Agency; Mary Crowe, Brophy's/Bud's; Staci Giovino, Carmel Food Tour, Anna Bartolini, La Balena/Il Grillo

MEETING CALLED TO ORDER: Anthony called the meeting to order at 1:03 PM

Public Comment:

Ken expressed concerns about when restaurants reopen how to ensure that customers trust, what capacity will be allowed, are there ways to use sidewalks and parking spots. This is how we might look in the near and even longer-term. All agreed it will be different and adjustments will need to be made.

Minutes: Colleen made motion to accept the minutes from April 7, 2020. Rich seconded. Passed unanimously.

Marketing/Advertising/PR Report:

Amy reviewed some of the local restaurant-specific marketing projects in place.

- **Direct Mail** - Regarding the direct mail piece, the thought was that it was effective and interest expressed in another one that is delivered to 93923 and 93953.
- **KRML radio spot** – Amy read the 60 sec spot. Ads will run daily in May. Discussion ensued about possible live events on social media. Also interest in KAZU radio story.
- **Bandwango Passport** – Amy and Jeff will investigate opportunities with Bandwango and report back.
- **Digital Ad Campaign** – Maintaining this campaign, allocating \$392/week. Shifting to a more local/human focus on the images.
- **Printed Flyer** – Distributed. All restaurants asked to print, distribute and post. Amy working school districts to distribute.

Agenda Items for Next Meeting: Anthony suggested we codify our thoughts about City regulations – speak loudly with one voice. Provide this in writing so our local government can advocate for us.

Bi-monthly meetings work for now. Next meeting via Video Conference on Tuesday, May 5 at 1 p.m. at <https://zoom.us/j/4668305477>.

Meeting adjourned at 2:01 pm.