



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, May 19, 2020 at 1 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Colleen Chen Panzuto, Wendy Walker, Sarah Kabat-Marcy, Greg Ahn

Committee Members Absent: Rich Pepe

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Ashley Brune, The Abbi Agency; Staci Giovino, Carmel Food Tour, Anna Bartolini, La Balena/Il Grillo; Dale Byrne, CRA

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

Public Comment:

Concern expressed about the Tuck Box situation. Anthony mentioned that Carmel mag is offering deep discounts for those interested. Discussion about parklet design options and companies that can help. City is not charging for use of encroachment on parking spots and considering permits on a case-by-case basis.

Minutes: Colleen made motion to accept the minutes from May 5, 2020. Wendy seconded. Passed unanimously.

Minutes & Objectives Review: Anthony led a review and discussion of the Mission and Objectives of both Visit Carmel and the marketing objectives for the RID. It was a reminder and all agreed that as an organization it is important to keep in mind as a guide for our efforts and where we focus our attention.

Marketing/Advertising/PR Report: Amy reviewed:

- Annual Report Released/Presentation last week
- Working with hotels on a Carmel Innkeepers Clean and Safe Commitment
- Wine Walk discussion
- 8 restaurants back open
- **Direct Mail** – Participating in a second direct mail piece to be delivered to 93923 and 93953.

Jeff Reviewed:

- **Rolling out the Dream phase of the destination marketing recovery plan with a new video and digital campaign**
- **KRML radio spot** – these are running through the month.
- **Digital Ad Campaign** – The shift to people in ads is even more successful. Maintaining this campaign, allocating \$392/week.
- **Printed Flyer** – New restaurants are re-opening. Need to update soon.
- **Earned Media** – Napa Valley register article came out. Included Cultura and Rise+Roam.

Agenda Items for Next Meeting:

Let's revisit what marketing for the parklets could look like.

Bi-monthly meetings work for now. Next meeting via Video Conference on Tuesday, June 2 at 1 p.m. at <https://zoom.us/j/4668305477>.

Meeting adjourned at 1:48 pm.