



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, April 7, 2020
1 pm

MINUTES

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

Committee Members Absent: 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 1:06 PM

Public Comment:

Ken announced that he was working with the Youth Center on accepting and disseminating 1,000 cases/meals to the community.

Minutes: Rich Pepe made motion to accept the minutes from March 31, 2020. Anthony Carnazzo seconded it. Passed unanimously.

Overview:

Amy discussed a review as well as what is upcoming for the Visit Carmel board meetings, including the Goodwill video that was created and the "Shell-ter in Place" campaign that is being launched this week.

Also, a lengthy e-blast was sent to all stakeholders (including restaurants) which promoted links to hotels and restaurants real-time webpages, safety best practices for restaurants serving take out, call for content, flyer, and CRID collection reminder.

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.

Direct Mail - Amy discussed the direct mail piece that Carmel Office Supply was assembling to be distributed to all PO Boxes in 93921. Group decided to participate.

Local Ad - The ¼ page ad in Pine Cone was secured and due out in this Friday's issue.

Digital Ad Campaign - Jeff updated the group on the local geo-targeted digital ad campaign, to which Visit Carmel is allocating \$392/week. Group consensus was that the Google click thru rate (\$.32), Facebook Remarketing rate (\$.64/click) and Facebook Prospecting rate (\$.21/click) justifies maintaining the campaign for another week and we will keep monitoring.

Printed Flyer - Final touches being made to flyer which will be disseminated by email. All restaurants will be asked to print, distribute and post. Amy working with City on posting it at PO and other locations. Also will reach out to school district and distribute to community organizations.

Social Media - Highlights reel focusing on each restaurant now exists as a permanent story on the Visit Carmel Instagram page.

Content Gathering - Still would like to gather content from the restaurants including photos and human interest stories (i.e. providing daily free meals to those in need or creating a "survival kit"). Use content on owned media, for updated digital ad campaign, and also pitch to local media as news stories. Ken reminded the group that Manny Espinoza is already out there taking pics and available.

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.

KRML – Greg Ahn generously offered his \$1,000 ad buy on KRML to CRID/Visit Carmel to use as a co-op to promote all the open restaurants. Visit Carmel to contribute \$500 additional. Amy and Jeff to coordinate with KRML to implement a plan.

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: The idea of a cooperative delivery service was mentioned again.

It seems that bi-monthly meetings might be appropriate timing. Please plan to meet via Video Conference on Tuesday, April 21 at 1 p.m. at <https://zoom.us/j/4668305477>.

Meeting adjourned at 1:50 pm.