



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

By Video Conference

Tuesday, July 14, 2020 at 2:30 pm

MINUTES

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

Committee Members Absent: Greg Ahn, Rich Pepe, Wendy Walker

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Ashley Brune, The Abbi Agency; Courtney Kuhn, Grasings; Dale Byrne, CRA

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

Public Comment: None.

Marketing/Advertising/PR Report:

- Jeff recapped where we left off at the last meeting: Coming off of the busy 4th of July holiday weekend and being put on the Governor's "watch list" led to the CRID Committee agreeing with the recommendation to temporarily pause all paid media for a chance to strategize and retool.
- Also, at the subsequent Visit Carmel board meeting, the board decided to revise the media strategy to focus on midweek visits and responsible travel.
- In light of these decisions, the recommendation by Madden Media was to resume the outdoor dining and take out carousel ads, but have it very narrowly targeted to out of area visitors who are within 50 miles of Carmel -- geotargeting.
- Anthony asked if there is a way to target only midweek. So further narrowing will include running the restaurant campaign Sunday-Thursday only.
- Basic messaging includes "Visit and Dine Responsibly" – outdoor dining and take out options targeted to people who are here locally but who live out of area.

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

Agenda Items for Next Meeting:

Decision made to have an update meeting on July 28 at 2:30.

Meeting adjourned at 2:30 pm.