



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, August 11, 2020 at 2:30 pm

MINUTES

Committee Members Present: Ken Spilfogel, Rich Pepe, Wendy Walker

Committee Members Absent: Greg Ahn, Sarah Kabat-Marcy, Anthony Carnazzo, Colleen Chen Panzuto

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt and Nicole Dore, Madden Media; Anna Bartolini, La Balena; Christine Sandin and Mary Carreri, Sunset Center.

MEETING CALLED TO ORDER: Amy Herzog called the meeting to order at 2:36 PM

Public Comment: Christine and Mary from the Sunset Center offered the outdoor areas of the property for restaurant usage. They can then pair live music with a pop-up restaurant style experience.

Pepe also reported that a few restaurants met and are working on a letter to the City to ask for a formal commitment to outdoor seating guidelines and parameters. Also, the group is starting to think about what will be needed to prep for winter weather.

Minutes: No quorum so approval of July 28 minutes will be moved to next meeting.

Executive Director Report: Amy reported:

- Solicited feedback regarding signage needs.
 - Colleen (by phone earlier in day) feels in order for signage to be effective there needs to be consistent rules, best backed by the City, so that the rules are clear. And then the signage might be effective. A more permanent 5x7 in leucite frame is preferred.
 - Wendy says signs won't hurt, but people seem to just do what they are gonna do.
 - Courtney from Grasings says she would rather not add anything else to the tables, but agrees a uniform message from all restaurants supporting by the City would be best.
 - Pepe doesn't want to be beholden by another sign on the table. If City wants to help they should address the congestion in town.
 - Ken suggested he could use a sign that asks people to step back from the podium.
- Amy then solicited feedback on thoughts for Carmel Culinary Week.
 - Colleen thought perhaps not have it due to no Sur La Table and the weather issues. Also concerned about a lack of commitment from restaurants until the last minute.
 - Most during the meeting did not want to completely cancel and want to explore a way to provide special menus as something new and exciting.
 - Nicole discussed some use of the mobile passport and a digital activation thru Zoom. Wine or beer tasting? Special take out program? Pair with a book/author?

- Anna liked the idea of targeting to locals. Maybe create a box program where several restaurants combine into one box. Collaborative.

Marketing/Advertising Report:

- Jeff gave a comprehensive report on the marketing analytics from June 1-August 10.
 - There indeed has been an increase of younger visitors to the website YOY. And higher interest from Santa Clara, Fresno, San Jose and Sacramento YOY. Huge decrease from NY and Dallas (to be expected).
- Detailed highlights were provided on results of the midweek dining ad. There has been a 14% increase to the Restaurants page of the website YOY.
- Jeff also presented a draft idea he created to appeal to Millennials who might be able to work remotely.

Agenda Items for Next Meeting:

Decision made to have next meeting in 2 weeks, on August 25 at 2:30.

Meeting adjourned at 3:42 pm.