



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, Sept 29, 2020 at 2:30 pm

MINUTES

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

Committee Members Absent: none

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Michael Marcy, Cultura; Tony Salameh, Anton & Michel; Chip Rerig and Marnie Waffle, City of Carmel, Mary Crowe, La Playa/Brophy's; Tim Twomey, CRA.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:33 PM

Public Comment: None.

Minutes: Anthony called for approval of the minutes from Sept 8, 2020. Pepe made motion to approve, Greg Ahn seconded. Approved unanimously.

Carmel Culinary Week:

- Jeff proposed expanding the event to be month-long. The event would be enhanced with incentives, gamification, and a mobile app.
- All on committee were in favor of extending to a month-long.
- Greg mentioned that perhaps there might be an opportunity to take advantage of a community space such as the Sunset Center, and Mary also offered the La Playa courtyard as a possibility.
- Another possibility includes hosting guest chefs.

Outdoor Dining Discussion: The main purpose of this CRID Committee Meeting was to have a joint session with members of the mayor's ad hoc committee on Outdoor Dining. While the CRID is a marketing organization, the subject intersects while we work on marketing plans for the winter, with the ability to have outdoor dining as a key component.

- Several members were in attendance and an open discussion about progress and pending needs of the restaurateurs ensued.
- Chip provided an update on several topics the ad hoc committee is taking up, including more substantial tents or awnings, allowing more seating, additional parking options, how many sides must be open (3), and flammability issues.
- In addition to the above topics, most pressing from the CRID members included extending the expiration of the encroachment permits beyond Dec 31.

- Also discussed that even if some indoor dining is allowed, many will not feel comfortable indoors and will elect to stay outside, even thru the winter.
- Tim from the Carmel Residents Association expressed that in general the residents are supportive of outdoor dining, even for the long-term, but that also would require going thru the Planning Dept.
- Marnie reporting that she is working on some more specific guidelines – they are starting to develop but are not quite complete yet. Guidelines are suggestions with the understanding that they won't be a one-size fits all. Permits should be submitted and will be considering individually based on the situation and the City intends to be flexible, if possible. Processing time is about one week.
- Pepe warned of the domino effect that could ensue if the City loses control of the process. At the same time, can the City consider more encroachment on the sidewalk where there is appropriate space. Also, questioned possibility of increasing number of seats in parklet to 20.
- It also was discussed that a collective letter from restaurateurs to the council (as well as current candidates) might be appropriate and helpful. It could explain in more detail some of the issues hanging over the restaurants, i.e.: there are usually 60 days of inclement weather during winter/spring that would require closure without sufficient protection; profitability issues; how restaurants are essential to keeping the hotels open (visitors need some where to eat); and are a major employer. To summarize, aesthetics are important, but we will lose restaurants, employees, tax revenues, and village vibe and viability if we don't find solutions.

Agenda Items for Next Meeting:

Carmel Culinary Month

Meeting adjourned at 3:32 pm.