



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, Sept 8, 2020 at 2:30 pm

MINUTES

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

Committee Members Absent: Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Madden Media; Staci Giovini, Carmel Food Tour; Tony Salameh, Anton & Michel; Courtney Kuhn, Grasings

MEETING CALLED TO ORDER: Amy Herzog called the meeting to order at 2:31 PM

Public Comment: None.

Minutes: Anthony called for approval of the minutes from July 28 and August 11 meetings. Greg Ahn made a motion to approve minutes from July 28. Colleen seconded. Approved unanimously. Pepe made motion to approve the minutes from the August 11 meeting. Wendy seconded. Approved unanimously.

Executive Director Report: Amy asked for a debrief from the group. Now that summer is “over” what is the current need for the restaurants regarding marketing. Here was the group’s feedback:

- Keep going on pushing the midweek. Trying the control guests too much or having shut downs (i.e. the beach) is creating an antagonistic relationship with the guests.
- So many last minute plans – most aren’t making reservations.
- Let’s not plan upcoming marketing based on the summer’s monster weekends. Keep positive messaging in our marketing.
- Most are doing well on weekends. Keep focus on midweek – both local and regional. Start messages to locals now b/c we are going to need them in the winter.
- Agrees that for winter we are likely going to need to shift back to locals.

Amy also provided a quick review of the crisis communications that went out due to the fires, including changes made to the Visit Carmel website and owned media posts. Also reported on:

- New tear pad maps are in printing and will be delivered next week
- Continuing weekly communications with restaurants and providing updates to hotels.
- Two new restaurants – Le Souffle and Toro
- Updated info on all wine tasting rooms
- Quick survey with 13 hotels responding, Occupancy Projections:
 - 68% September (post Labor Day)

- 65% for October
- Typical is about 78% for that period

Marketing/Advertising Report:

- Jeff reminded the group that we had paused most of the media buy during the fires.
- As part of the recovery effort, we issued an updated consumer e-blast.
- Jeff gave a comprehensive report on the marketing analytics from June 1-Sept 1.
- Jeff reviewed the Midweek ad campaign, the work remote campaign and the outdoor dining local campaign. We have had nearly 150,000 clicks on our in-marketing restaurant campaign. And there has been an 11% increase to the Restaurants page of the website YOY.
 - It was suggested that we think about emphasizing take out options again as we get closer to winter and it gets darker. Support from the group to go back to targeting locals for midweek dining and take out.
- Ashley asked the group about holiday packages and specials because we are starting to get media inquiries. A holiday baking kit is in the works by Rise + Roam and Grasings is planning special menus.

Agenda Items for Next Meeting:

What are we going to do about the rain and darkness as we change seasons? Perhaps we need to create a "Save our restaurants" campaign to get local support. Perhaps create an email template?

Meeting adjourned at 3:32 pm.