



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

INTERIUM BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, December 21, 2020

2:30 PM

MINUTES

Board Members Present: Mark Watson, Pamela Sheppard, Mary Crowe, Rich Pepe, Chip Rerig, Ken Spilfogel, Chris Whitman

Board Members Absent: John Lloyd, Chip Rerig, Andrew Jay

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Ashley Brune and Steven Smith, Abbi Agency; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Suzanne Gravelle, CARS; Carrie Theis, Hofsas House and Carmel City Council; Jeff Baron, Carmel Resident and Carmel City Council; Bobby Richards, Resident and Carmel City Council.

Rich Pepe called the Meeting to order 2:33pm

Public Comment: None

Minutes: **Ken Spilfogel made a motion to approve the minutes from December 10, 2020, Chris Whitman seconded the motion.** Motion passes unanimously.

Executive Director's Report: Amy Herzog reported:

- On December 15, the Carmel City Council passed the HID Renewal 5-0.
- The budget has been approved for 2021. Contract signing is in process.
- Stakeholder Communication continue to go out. The message is to stay strong yet flexible. Amy feels comfortable that VC is actively monitoring the situation and responding accordingly. Special offers are growing for the Restaurant Take Out Campaign. The Stay at Home order is scheduled to be lifted on January 11, 2021.
- January 14, 2021 is the next Visit Carmel Board/HID Meeting.

Marketing/ Advertising/ PR and Social Media: Madden Media and Abbi Agency joint update as follows:

- *Dream Now – Explore Later* is the current marketing theme. Drone Video has been re-edited to reinforce the current messaging.

- Social Media is focusing on *Save Now-Stay Later* ads that link to the exclusive offers on VC website. Additionally, the Accolade Campaign is using highlights to market the *Save Now – Stay Later* theme.
- Gift Certificate push for shops and Restaurants
- Take Out Campaign has been rolled out. Includes a Sweepstakes. Media advisory has been sent to local outlets to see if we can get some earned media coverage. VC has partnered with a local influencer to promote the Special Offers page. Abbi Agency is also working on an influencer partnership that focuses on family dining. Two remaining aspects of the campaign include: postcard to our core local market and 15 sec TV spots reaching the tri-county area promoting takeout.

Jeff asked the Board for direction on the financial investment in the campaign. Pepe suggested a 6 to 8-week campaign push in January. Jeff is also proposing an ad in the *Pine Cone* promoting Takeout as well as the Edible Magazine Eblast. Beyond the Take out campaign and regarding overall destination marketing, Jeff feels some level of prospecting is impactful and reaches a broader audience. It is important to stay top of mind as a brand. The Board agreed to increase spending to ½ of the original budget to stay top of mind.

The Board discussed the latest TOT Revenue Report released by the City. September / October 2020 was down 21% YOY. ADR was down 3% YOY. The participants discussed the SIP, Visit Carmel's role and the path forward. It is important for the individual hotels, restaurants and community to have a collective voice. VC needs to stay on top of resident sentiment and capitalize on opportunities to get our message heard. Amy will reach out to the CRA for "Take Out" Program and bolster their support to get the restaurants back open.

Additions to the Agenda: The Board would like to review the marketing value of the Parklets and their future in CBTS.

Meeting Adjourned at 4:05pm