



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, March 19, 2020

1:00 PM

MINUTES

Board Members Present: Mark Watson, Pamela Sheppard, Rich Pepe, Chip Rerig, Jenny MacMurdo, John Lloyd, Mary Crowe, Ken Spilfogel, Berit Keeble

Board Members Absent:, Ramon Serrano

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune and Steven Smith, Abbi Agency; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Carrie Theis, Hofsas House and CBTS City Council; Maxime Gullo, City of CBTS; Sandra Book, Carmel Chamber.

The following transpired during the meeting to discuss current events:

- VC Action Plan: paused earned media. Created new messaging, updated website, coordinating with visitor center and communication with stakeholders.
- Crisis Management Plan: City of Carmel and Carmel Chamber working with MCCVB. Weekly marketing meetings are taking place with marketing agencies. VC will continue to have weekly Thursday meetings with the Board.
- VC is tracking what is happening with hotels and restaurants. 12 hotels currently closed. Restaurants is day to day. So far 20 out of 45 restaurants are closed.
- City of CBTS continues with their weekly video blog. Posts pertinent information about the crisis in a weekly newsletter. City is aware of potential surge in crime and have 2 officers on duty at all times.
- VC is making tools available for stakeholders to keep them as up to date as possible. A banner has been placed at the top of the VC web page with a link to businesses currently operating. PDF of lists and a link to a real-time grid are also available.
- Jeff and Nicole are updating marketing efforts, increasing the Restaurant To-Go information and geo-fence targeting more locally. Remarketing to visitors that have been to the website in 30-60—90 days. Considering paid marketing with a 2-hour mileage radius with sensitive marketing message. Jeff will put together a proposal.
- Ashley and Steven are also shifting to a more local approach looking to do a 3-point approach to PR including: posting 3 tips on SM to help businesses, focusing on Instagram Highlights and

Stories and aspirational postings to encourage future bookings. Avoiding organic postings that could encourage negative postings.

- Recovery Plan: discussing the need to have an accelerated approach around the drive market. There will be lots of competition around our competitor set. VC is looking at a potential 40% drop to our budget. Need to conserve spending now in order to accommodate recovery efforts.