



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, March 26, 2020

1:00 PM

MINUTES

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

Board Members Absent: Ken Spilfogel

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Whitacker and Steven Smith, Abbi Agency; Jeff Burghardt and Nicole Dore, Madden Media; Carrie Theis, Hofsas House and CBTS City Council.

Rich Pepe called the Closed Meeting to order 1:00pm

Mark Watson opened with a possible timeline and budget ramifications. Scenario I have us reopening May 1; Scenario II, July 1. Business will most likely return gradually at a beginning rate of 40% of normal. We can expect a 40% loss of revenue and the budget affected by the same percentage. Mark says to expect a 50% budget shortage. He is advocating that our budget reserves be held not spent. Everyone should expect 4-5 months to return to base levels prior to the Shelter in Place. He believes because we rely on an older visitor demographic that our economic recovery will be slower because the older demographic is the hardest hit by the pandemic. Mark would like to ask all agencies to reduce their budgets for the remainder of the calendar year by 50% based on these projections and to set the plan 1 QTR in advance. We should also keep a watch on our competitor sets as they may change because of this crisis. Board agreed with strategy.

The marketing agencies were brought in for the remainder of the meeting.

The Marketing agencies felt it is not too early to start planning the "Path to Recovery." Jeff discussed a three-phase approach. Phase 1 Focus on the Immediate. Restaurant and Aspirational campaigns. Phase 2 (when it is appropriate) inspire and encourage visitors to travel hopefully translating into bookings. Phase 3 Market the destination full throttle. We are currently doing well in our organic rankings on Google. Next steps will be to post our "Goodwill Video" on SM. Next meeting will be April 2, followed by the Board meeting on April 9 as planned.