



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, April 2, 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, Ken Spilfogel

Board Members Absent:

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune and Steven Smith, Abbi Agency; Jeff Burghardt and Brian Tracey, Madden Media; Carrie Theis, Hofsas House and CBTS City Council, Bobby Richards, CBTS City Council; Ashely Wright, City of CBTS; Marie-Claire Gorham, Mural Wall Artist; Dave Marzetti, MCCVB; Meli Czerwaciak, Flaherty's.

Rich Pepe called the Meeting to order 1:05pm

Announcements: Jenny MacMurdo announced the MBC would be hosting a webinar on the SBA Loans. Pam Sheppard announced that the Horizon Inn and Ocean View Lodge was closing. Mark Watson said the MCCVB was putting out the message not to come here and to please stay away to keep our community safe. Carrie Theis made the following observations: residents are observing that town is busy but that is due to an increase in 2nd homeowners coming here to Shelter in Place and not due to hotel occupancy. PR message should be NOT TO TRAVEL but provide inspirational messages to travel in the future. It is important to keep up Social Media since engagement is up during this Shelter in Place. Chip Rerig said the City had received criticism around a recycled Forbes travel article on CBTS that was encouraging travel. Ashley Brune later pointed out in the open meeting session that the PR agency has no control when articles are released or in this case recycled. She did point out that the article was published with an Editor's Note tell their readership to please resist the urge to travel during this crisis.

The following was discussed:

- Weekly overview included the first CRID meeting since the Shelter in Place. Ideas about communication and exposure during SIP were discussed. Next Thursday is the regular board meeting via zoom which will include the election of officers, in depth report on current financials, quarterly metrics from agencies and update from MCCVB.

- May 14th is the Annual Board Meeting. Discussion included giving a brief report on the Annual highlights, giving people a brief overview of the current situation and an overview of the planned recovery campaign.
- Economic Forecasting highlighted the projected impacts on tourism due to the coronavirus. Of the \$910 billion total economic loss, \$400 billion is directly related to travel spending; 5.9 million total loss of jobs, 4.7 million directly related to travel related employment. Travel industry losses alone are enough to push the US economy into a recession. Job losses will see their biggest rise in April and May.
- Stakeholder communication went out. 23 out of 43 hotels are open, 25 out 52 restaurants.
- Amy Herzog and Ashely Wright introduced their Community Solidarity idea revolving around the theme of a “community coming together”. Amy described using Marie Claire Gorham’s Carmel Shell design for the Selfie-Wall and turning it into Carmel’s symbol of solidarity. VC would launch the “Shell”- ter in Place campaign ahead of the Selfie-Wall unveiling, encouraging community centered projects around the shell to display in and around Carmel.
- Jeff reminded everyone that the exclusive offers page on the VC websites needs to be addressed for relevancy during the Shelter in Place. Jeff will adjust the RID marketing budget for now. He discussed keeping it at \$400 max per week PPC campaign. According to Jeff, FB will be offering \$100 million in grants for future advertising. Google will also be evaluating spending over the prior year to determine eligibility for Ad credits.
- Ashley Brune PR efforts continue to include Instagram highlights and human interest images. Mary Crowe supports the idea of locally focused communications.
- Chip Rerig announced the addition of posters supporting social distancing in public places especially along the beach.