



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, April 23, 2020

1:00 PM

MINUTES

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

Board Members Absent: John Lloyd

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune and Haley Gibbs, Abbi Agency; Nicole Dore, Jeff Burghardt and Brian Tracey, Madden Media; Carrie Theis, Hofsas House and CBTS City Council; Ashlee Wright, City of CBTS; David Fink, L'Auberge Carmel and Cantinetta Lucca; Alex Fallon, CBTS Library; Jeniffer Kocher, MCCVB Membership.

Rich Pepe called the Meeting to order 1:02pm

Public Comment: David Fink is working globally on a campaign for COVID Clean protocols. Discussing what works and what doesn't work. According to David, the US does not have plans to reopen prior to June 1, 2020. Mark Watson concurred that protocols are being discussed to guide Monterey County in hospitality. Mark Watson said IBTS filed a claim with their insurance carrier for Business Interruption and was denied citing exclusions. They have since filed a lawsuit and is encouraging other people in hospitality to review their policies. The law firm handling IBTS lawsuit is willing to provide a free consultation to interested parties.

Pebble Beach Concours D'Elegance Cancellation: The main event has been cancelled by PB Company. Ashlee Wright reported PB Company was having trouble balancing the economic factors vs public safety. Concours on the Avenue was subsequently cancelled. Jeanine Sumners says WeatherTech (Laguna Seca Raceway) is continuing with their plans.

Executive Directors Report: Amy Herzog reported that some of the Monterey GMs expressed that big hotels may be less desirable and therefore, Carmel properties will be more recommended. Jeniffer Kocher, MCCVB, reached out to County-wide events to see what their plans are to continue. She is helping assess the economic impact to the Community for an upcoming article in the Herald. Carrie

Theis voiced the need to start putting pressure on the County to consider reopening. Ramon Serrano agrees but it will come down to what people will be comfortable with. Amy introduced the draft of the CarmelCares Pledge. Carrie Theis gave a brief overview of the purpose and intent behind the Pledge. The various Board Members discussed the possible changes that will result from the new health and safety requirements including the possible elimination of standard amenities such as Continental Breakfast. Amy Herzog says the MCCVB Recovery Taskforce is meeting weekly for the foreseeable future. Reports from their taskforce are on-going and encouraging. The Monterey Conference Center has only reported one cancellation for the Fall.

Marketing Update: Jeff Burghardt reported

- Carousel Ads continue to promote Takeout options. Radio commercial promoting Takeout options is being recorded. Bandwango has shifted to web based takeout.
- Publicity around our Recovery Plan is schedule to launch June 1, 2020. "Calling all CA" is the first campaign. Jeff will repurpose the Goodwill Video to use in this campaign. CarmelCares Pledge will be the focus of the upcoming Eblast which will go out in the next 4-6 weeks. Branding with TV and Video will be Phase II of the Recovery Campaign. Jeff plans to push ads out to people who have visited our website in the last 30 days. Sweepstakes is planned for Phase 4 with the option to push it till next year depending on the Board.
- Jeff will be rounding up hotel shots that depict positive characteristics. The plan is to have Inns hand select images to provide VC for marketing our message of Open Spaces. A soft tasteful launch is tentatively scheduled for May 15 but also prepared to hold till June 1.
- Ashley Brune said from the PR side their plan is to keep their promotion of the CBTS to instate and Road Trips from neighboring states. Ashley feels a good strategy going forward is to get people thinking in terms of a "redo" especially around romance and celebrations that have been postponed due to the pandemic. "Value Added" is going to be very important to travelers. She would like to see more partnerships and packages among the stakeholders which will also help support community businesses.

Additions to the Agenda:

Meeting Adjourned at 2:21pm