



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, April 30, 2020

1:00 PM

MINUTES

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

Board Members Absent: Chip Rerig

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Nicole Dore, Jeff Burghardt and Brian Tracey, Madden Media; Carrie Theis, Hofsas House and CBTS City Council; Ashlee Wright, City of CBTS; Dale Byrne, CRA, Amy Johnson, Carmel Country Inn; Anthony Carnazzo, RID Committee and Stationaery

Rich Pepe called the Meeting to order 1:04 pm

Public Comment: Jenny MacMurdo reported that the Supervisor Taskforce is putting together a set of protocols in preparation of reopening. The new order is expected to come out sometime today. She expects it to be similar in nature to the Bay Area's updated order that has already been released. Mark Watson is an observer for the MCHA. Industry leaders in the area are part of this taskforce. The idea is "one voice-one direction". Carrie Theis relayed to the Board that a group of small innkeepers have gotten together to prepare a set of protocols designed around small inn characteristics. Jenny MacMurdo requested a copy to provide the taskforce. The hope is that by providing information to the taskforce by a group rather than by individuals it will not have the appearance of lobbying tactics.

Uber Media Research: Bryan Tracey reported on Post COVID Domestic Leisure Travel Trends. Highlights include:

- CA, TX and FL are the top three areas for traffic to the website followed by NY and AZ.
- Popular visitor search characteristics include Fast Foodies (which can include places like Starbucks and Peets Coffee), Business Traveler, Pet Owners and Organic Shoppers
- 18-24 age demographic has increase while 65 and over has slightly decreased.
- More than half of travelers are delaying travel plans but they are still planning travel within the next 12 months.

- Scenic drives, hiking and outdoor activities remain the most popular activities on travelers' minds.
- Messages that convey empathy receive the most positive response

Executive Directors Report: Amy reviewed the Governors' 4 Phased approach to reopening CA. Restaurants appear to be in Phase 2 with Leisure Travel in Phase 3. Phase 3 is months not weeks away. Monterey County intends to take direction from the State but the County will make the ultimate decisions on how and when to reopen our area.

- CCTC is quiet for now. Their Board has seen a lot of decrease in representation due to layoffs.
- MCCVB Recovery Taskforce met. According to their findings, there has been an increase in searches for domestic travel.
- Amy made an appearance on KRML Pub Talk discussing options for restaurant takeout in CBTS during the Shelter in Place.

Marketing Update: Jeff Burghardt reported

- Recovery Plan first phase might include a Tri-County "Staycation" campaign focusing on multi-night stays, short haul, and drive market. The Board discussed adding areas like Sacramento, Modesto, Fresno and Stockton to the campaign. If travel between areas is discouraged than closer drive markets may be more popular. When SIP is lifted we will likely see differences in restrictions from county to county.
- CarmelCares Eblast highlighting the Innkeeper Pledge will also be a part of the first phase. City-wide cleanliness is the primary focus.
- Jeff unveiled the Top Ten Social Distancing ideas in CBTS.
- Traditional marketing and advertising will focus on recreating and reworking existing collateral to evoke the right tone.

Anthony Carnazzo reported that the To Go Campaign for restaurants continues to be a good thing. Restaurants are using this format as a means of adjusting to the new normal and working through the operational challenges.

Dale Bryne reported that the residents are putting together a virtual meeting on May 6th at 2pm called Reimagining the Village. They will be discussing how the community reemerges post COVID. Panelists of the meeting will include: Dave Potter, Carrie Theis, Anthony Carnazzo and Jenny MacMurdo. The Board agreed that it would be good for Amy Herzog to be involved to represent the VC perspective. There is a need to show the public what the new protocols might look like.

Additions to the Agenda: Amy reminded the Board that we will have our regular Update meeting on May 7 and the annual Open House style meeting is scheduled for May 14 when we will review VC Annual Report. Mary Crowe would like to see clarifications on leisure travel at the State level. Ashley Brune and perhaps Rob O'Keefe of the MCCVB can get us an update. Rich Pepe inquired about others who have received PPP funds. A brief discussion followed about proper uses for these funds.

Meeting Adjourned at 2:35pm