



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, May 21, 2020

1:00 PM

MINUTES

Board Members Present: Mark Watson, Pamela Sheppard, Jenny MacMurdo, Berit Keeble, Ken Spilfogel, Mary Crowe, Chip Rerig (aka Bad Ass), John Lloyd, Ramon Serrano

Board Members Absent: Rich Pepe

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Jeff Burghardt and Nicole Dore, Madden Media; Dale Byrne, CRA; Chris Whitman, Hideway and Getaway, Kimber Tabscott, MCCVB; Hella Rothwell, Carmel Art Festival; Jeff Baron, CBTS City Council; Gina Della-Gatti, Sunset Center; Stacie Giovino, Carmel Food Tours; Suzanne Gravelle, CARS; Ashlee Wright, City of CBTS, Alexandra Fallon, CBTS Library

Mark Watson called the Meeting to order 1:05pm

Marketing and Advertising: Jeff Burghardt reported that the Dreaming Video was launched with marketing dollars behind it. The plan is to now move to the planning phase of the campaign. Part of the planning phase will remarket to anyone that has visited the VC website in the past 30 days. If needed, the Staycation campaign will also begin geo-targeting high-end zip codes. The Carmel Innkeepers Clean and Safe Commitment has been put front and center on the VC website.

Wine Walk: Amy Herzog reported that she and Rich Pepe were asked by Jack Galante to meet to discuss the Wine Walk passport. They discussed the possibility of incorporating the Wine Tasting rooms into the RID. Rich and Amy recommended against that after consulting with CIVITAS and considering the current economic disruption. They also discussed the possibility of contributing money to Visit Carmel to help promote the Wine Walk specifically. Visit Carmel already does promote the tasting rooms in our overall marketing plan. Discussions continue about using our membership with Bandwango to help sell the Wine Passports. The Board likes the idea of exploring more involvement with the Wine Walk passports. The Board approved of Amy and Rich pursuing discussions with the Tasting Rooms to explore different approaches; how much investment; and what Visit Carmel's involvement would look like.

Public Comment: Staci Giovino offered her assistance in helping facilitate Visit Carmel's involvement with the Wine Walk. Mark Watson relayed Teddy Balestreri's interaction with the District Attorney's

office over their hotel's policy of allowing visitors to stay that are located outside the County. Reservation staff must now ask all prospective clients their reason for travel and changes to the website were required to make the County's policies clear. Kimber reminded all attendees that SeeMonterey has their locals' campaign on their website and welcome any additions that support local deals.

Innkeepers Clean and Safe Commitment: Pam Sheppard reviewed the contents of the Carmel Innkeepers Clean and Safe Commitment tool kit that will be sent to all Innkeeper Stakeholders upon Board approval. The Board approved of the packet's distribution and Visit Carmel plan to market the commitment on our website and in our Recovery Plan advertising. The CIA will follow-up with the members to make sure we get as many Inns committing to the Pledge as possible. Amy Herzog will make sure all signees will receive the seal/logos to display at their properties. The Board agreed to not submit the Carmel Innkeepers Commitment to the County, instead letting the MCHA take the lead on supplying the County with the hospitality re-opening plan. According to Jenny MacMurdo's information, the restaurants and shops are in Phase 2 and Hotels are in Phase 3. The Governor is feeling tons of pressure to re-open.

Executive Directors Report: Amy reported

- Visit Carmel's Annual Report has been released.
- Pebble Beach Co has plans to re-open June 15
- CBTS Mural has plans to move forward. Installation will begin in mid-June.
- CBTS City Council is supporting the installation of outdoor seating on a case by case basis. The City is agreeing to waive the Encroachment fees but restaurants will be required to provide a release of liability. The seating will for now be used for takeout orders only. According to the RID 8 more restaurants are back open bringing the current number to 32 out of 52 open. The encroachment permit approvals will be good through December 2020. The City is being very supportive of these applications. The City has sent a letter to the County in support of lightening up of the restrictions.
- Stakeholder communications are ongoing.
- JSX Airlines, semi-private service, offering flights from Burbank and Orange County to Monterey 2 x per week for \$220 one way. They would like to partner with Visit Carmel Stakeholders to create packages on our Website. They have a proposed July 1, 2020 launch date. Amy Herzog, Jeff and Ashley will work on a plan to incorporate these packages on website and create marketing and social media advertising plan.
- The Board agreed to continue with weekly meetings for now.

Public Relations and Social Media: Ashley reported that social media postings have increased keeping to the dreaming and aspirational themes but also include To Go food posts. Ashley reported that they are seeing high engagement and the content is all positive with people excited to return. Ashley noted a change in Media Inquiries citing the *Wall Street Journal's* recent paid media behind their "Stay Away Campaign" which focused on local communities with a Shelter in Place campaign. Two Influencers reached out to Ashley wanting to know when travel to our area would re-open. In PR news, Abbi Agency received an "Honorable Mention" for their CBTS campaign.

Additions to the Agenda: NONE

Meeting Adjourned at 2:05pm