



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, May 28, 2020

1:00 PM

MINUTES

Board Members Present: Mark Watson, Pamela Sheppard, Ken Spilfogel, Mary Crowe, Chip Rerig, John Lloyd, Ramon Serrano, Rich Pepe

Board Members Absent: Jenny MacMurdo, Berit Keeble

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Jeff Burghardt, Bryan Tracey and Nicole Dore, Madden Media; Dale Byrne, CRA; Chris Whitman, Hideaway and Getaway; Gina Della-Gatti, Sunset Center; Staci Giovino, Carmel Food Tours; Suzanne Gravelle, CARS; Ashlee Wright, City of CBTS; Carrie Theis, Hofsas House and Carmel City Council; Graeme Robertson, resident; Harriet Lynn, resident.

Rich Pepe called the Meeting to order 1:03pm

Public Comment: Dale Bryne teamed up with Tim Allen for Carmel Gives Project which has made and distributed over 3200 face masks. 250 masks have been set aside for Visit Carmel. Email Dale at [dalebythesea@gmail.com](mailto:dalebythesea@gmail.com) if you would like to get some masks. Dale suggests a donation of \$10 per piece but that is optional. Tim Allen wants to use some of the proceeds from Carmel Gives to help fund restaurants build out their "parklets" providing both money and supplies. Restaurants that accept funding are being asked to pay it forward with meals for seniors. Kenny and Pepe are two of the first partnerships. Public Works Department and Chip Rerig are in support of Carmel Gives projects for CBTS community.

Minutes: **Chip Rerig made a motion to accept the minutes from the May 7 and May 21 meetings. Mary Crowe seconded the motion. Motion passes unanimously.**

Executive Directors Report: Amy reported

- There is a special City Council meeting at 10:30am tomorrow (May 28) to discuss downtown outdoor seating and Carmel Beach update. Still waiting to hear from County about the next phase of re-opening.

- Carmel Innkeepers Clean & Safe Commitment toolkit was distributed last week to all the stakeholder inns. 19 out of 43 pledges have been returned so far. The window decals will be ready by next week. CIA Board will be doing follow up calls in the next week to anyone who has not returned the signed pledge.
- 4 more restaurants are back open. 34 out of 51 are now open. Yeast of Eden is changing their name to Alvarado Street Brewery and Bistro.
- Carmel Shell Mural time line has been moved up again. Painting will begin June 2-6. Ashley Brune has updated the PR plan. Mural Committee meeting tomorrow AM. Plans are to invite the Board Members on Sunday (June 7) to take pictures of the finished mural. June 8 is a planned media opportunity but will not be a public event.
- Monterey County Weekly is planning a cover story on the future of tourism next week. Requested an interview. Possible pitch to KSBW for the Carmel Innkeepers Commitment. Stakeholder Communication went out.
- JSX Airlines opportunity. July 1 the flights begin. Planned collaboration includes stakeholder packages on a dedicated page on VC website. JSX would do the heavy lifting on the marketing side. Soft launch scheduled for mid-June. Phase 2 would include a Sweepstakes. Abbi Agency felt this would be a great project to involve high-end SoCal influencers. Looking at an August / September timeline to create that experience.
- Calendar events include June 1 HID Renewal Committee meeting. June 11 is our regular Board Meeting. Permanent meeting time will be moved to 1pm instead of 2:30pm

Marketing and Advertising: Jeff Burghardt reported:

- Currently in the Dreaming and Planning phase till approximately June 15. Remarketing to anyone who has visited the website in the past 30 days. The website was seeing good organic traffic prior to the paid marketing which is giving us a broader reach.
- Carmel Innkeepers Clean & Safe Commitment is now visible on the website.
- Marketing is looking for stakeholders to update their exclusive offers promoting longer stay packages.
- New images are being added to the RID social media marketing campaign continuing to focus on Dining, To Go and Outdoor Seating. KRML ran ads all month on Meals to Go.

Public Relations and Social Media: Ashley reported that

- Via Magazine reached out to Abbi Agency for information on what travel destinations are doing during these uncertain times.
- Ashley has been working with Amy H on the mural campaign roll out.
- SM postings have been increased.

Financial Report: Mark Watson reported we currently have \$279K in the bank at the end of April. April vs the Budget shows revenues are ahead of pace due to a good first quarter. Mark made note that all financial reports including the Budget reflect a COVID conversion. Expenses are right in line. We are currently over budget in April but under budget YTD. Total expenses are \$13K less than budgeted. The current COVID Budget is a guess at how the assessment will be affected. Mark feels that we are on pace with where we expected to be. National projections estimate it will take 3-4 years to get back to RevPar of 2019 but Mark feels CBTS is poised to turn around quicker. Mary Crowe suggested we keep a watch on Napa since they just re-opened. Carrie Theis reported that last weekend's crowds were an influx of day visitors. Foot traffic is growing. The challenge will be to manage our drive market and day visitor.

Additions to the Agenda: Ken Spilfogel is hoping for a lot of support at tomorrow's City Council meeting. Pepe asked if anyone had information on Carmel's Farmers Market. Carrie Theis will reach out to Ashlee Wright. According to Dale Bryne, Ashlee is looking into getting it restarted.

Meeting Adjourned at 2:12pm