



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, June 11, 2020

1:00 PM

MINUTES

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

Board Members Absent: Rich Pepe

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Steven Smith and Haley Gibb, Abbi Agency; Jeff Burghardt and Brian Tracey, Madden Media; Christine Sandin, Sunset Center; Ashlee Wright, City of CBTS; Carrie Theis, Hofsas House and Carmel City Council; Hella Rothwell, Carmel Art Festival.

Mark Watson called the Meeting to order 1:03pm

Public Comment: Christine Sandin announced the beginning of the Drive-in Film series at Sunset Center parking lot this weekend. There will be 8 films in total. The first weekend is sold out. Hoping to move the outdoor films back to the Forest Theater but Christine expects all theaters to be shut down for an entire year. The parking lot can hold 50 cars max. This is great for community engagement and expects Sunset Center to break even.

Approval of the Minutes: ***Jenny MacMurdo made a motion to approve the minutes from May 28 and June 4, 2020. Berit Keeble seconded the motion. Minutes approved.***

Executive Director's Report: Amy Herzog reported:

- Quick action on Website to reflect the re-opening. There is now a link at the top of all pages to COVID update. Trying to minimize the number of links.
- 35 out of 42 signed pledges have been returned. 1000 window clings are available for pickup at the Hofsas House. Five different Banners (20 total) are planned for Ocean Ave to remind visitors and residents to wear masks and socially distance. One banner will highlight the clean and safe commitment. This is a great community collaboration between Visit Carmel, City of Carmel-by-the-Sea, MCCVB, Carmel Chamber, Carmel Gives and CRA. Banners go up 6/23/2020 till 9/23/2020.

- Hotel Query sent out 6/10. For those Inns that responded the projected occupancy for next 3 months averaged 38% June, 43% July and 54% for August.
- Local Media relations activity includes: Carmel Shell Mural, Sunset Center Films, Clean and Safe Commitment and Carmel Re-opening.
- Monterey Airport updates include JSX flight from Burbank/OC is officially scheduling flights July 2. Introductory price is \$99 one way. Allegiant is restarting their flights to Las Vegas. Dallas, Phoenix and San Diego daily flights have returned. United is tweaking their flights hoping to restart from LAX soon.
- JSX is only looking to incorporate up to 3 Carmel-by-the-Sea hotels: Carriage House, L'Auberge and La Playa due to advanced technology aspect and Expedia score. They are looking for a "totally inclusive upscale package".
- MCCVB had their Recovery Task Force meeting. The focus was on their Responsibility Matters initiative which is their top priority. They will be handling the press release for the re-opening of the Peninsula.
- RID is meeting before the City Council on Tuesday, June 16 to adopt the temporary "parklet" encroachments.
- VC Board Meeting is 6/18 at 1pm.

Marketing and Advertising: Jeff Burghardt reported:

- Leisure Travel Recovery marketing timeline has been moved up. TV will resume 6/15. All digital campaigns will resume. Marketing is entering the "Visit Now" campaign.
- "Welcome Back" Eblast was released today
- TV Commercial has been edited with a shift to an active message to visit which starts 6/15. CA Live segment will air 6/23 with the caveat that mentions this segment was recorded pre-COVID.
- Home page header image will be updated on the website pages to include welcome back to visitors and Clean and Safe Commitment front and center.
- 5 different Banner designs on Ocean Ave will focus on Visiting Responsibly. Cohesive brand messaging for businesses while making sure the proper messaging is displayed that meets the County requirements.
- Exclusive Offers on the website need to be added or updated by Stakeholders. Packages should be geared toward longer stays.
- Restaurant web page continues to be updated. Additional filters are being added for visitors to more quickly identify what they are looking for.
- Pausing digital takeout ads. Shifting gears now that the County is re-opening.

Public Relations and Social Media: Steven Smith reported:

- May report was sent in advance for Board review.
- Messaging strategy for the next couple of weeks includes: Welcome Back-Opening on the 12th, Aspirational posts but with an education element, replay of video, trickle down messaging covering all segments of travel to CBTS. Instagram highlights will be included in this.
- Asking the question: Are we hitting the messaging at the same time as our competitor set? Starting to see the flood gates opening, but waiting for the definitive word from the County. Racial unrest and marketing cutbacks could all play factors in getting the word out.

Financial Report: Mark Watson reported:

- Current balance on hand at the end of May was \$257K.

- Current Budget reflects “COVID Budget” and RID funding did not come in yet but Mark has the check in hand. Revenue reflected \$25,176 which is just over the funding budgeted. Some Restaurants are still not paying the RID tax. City was working with their attorney to write a letter but COVID happened. City discussing possible responses which may include withholding the processing of new permits for those non-payers. City administrators will start approaching council members about incorporating that approach. 26 reporting restaurants and 24 non-reporting restaurants this past period.
- City Sales tax is increasing July 1 by .25%. Communication is planned to go out to all stakeholders as a reminder about the increase.
- Total expenses were \$22.6K and \$29.6K was budgeted. We are currently tracking better than what was budgeted.
- Market Share Report shows Santa Barbara and Calistoga performing better than us but we are better performing than Monterey. We are pretty much on par with our competitor set. CBTS was down 83% in comparison to last year. Jenny MacMurdo mentioned the City Council of Monterey is discussing increasing the TOT on their upcoming agenda in July and cutting the MCCVB budget by 50%. See Monterey is hurting financially.

Additions to the Agenda: NONE

Meeting Adjourned at 2:11pm