



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, June 18, 2020

1:00 PM

MINUTES

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

Board Members Absent: Berit Keeble

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Jeff Burghardt and Bryan Tracey, Madden Media; Carrie Theis, Hofsas House and Carmel City Council; Suzanne Gravelle, CARS; Dale Byrne, Resident; Jeff Baron, Carmel City Council; Chris Whitman, Hideway and Getaway; Staci Giovino, Carmel Food Tours; Rachel Dinbokowitz, MCCVB

Rich Pepe called the Meeting to order 1:04pm

Public Comment: Ken Spilfogel alerted the Board that the 1pm format for the Board meetings is not working for him. It's right in the middle of the lunch hour and with reduced staff he is committed to covering the floor at the restaurant. The Board discussed returning the Board meetings to the second Thursday of every month at its regularly scheduled 2:30pm start time. The Board unanimously agreed.

Approval of the Minutes: ***Jenny MacMurdo made a motion to approve the minutes from June 11, 2020. Ramon Serrano seconded the motion. Minutes approved.***

Executive Director's Report: Amy Herzog reported:

- Banners and Signs have been finalized. 20 double-sided banners are in production. The plan is to mix them up down Ocean Ave for maximum exposure with the "Welcome" Banner being the first one at the top of Ocean Ave and the last one at the bottom of Ocean Ave. The banners are being produced to last so that they can be reused in the future. They will be ready for installation on Friday, June 26.
- 36 out of 42 Inns have returned the signed Pledge.
- Lots of local media putting out various stories around the re-opening. There is currently a multi-faceted approach to keeping the destination safe. KSBW, The Pine Cone and MC Coast Weekly have all contributed stories.

- Rachel from the MCCVB reached out to Amy H to coordinate on a upcoming segment by Bay Area station KGO. They are doing a big story on the re-opening that is due to air tomorrow in SF. Rachel put together a great itinerary that includes activities in CBTS.
- JSX has updated their map on their website to include Monterey. Jeff B and Amy H met with their representatives to discuss cross promotional opportunities.
- RID update form is ready to go. Amy has been waiting to distribute to the stakeholder restaurants till they have had a chance to firm up what they will be offering.
- City Council meet this past Tuesday. They voted to withhold permits from those restaurants that are delinquent on their RID taxes. Processing of those permits will not happen until those restaurants have paid back assessments in full. There are currently 6 restaurants that have never paid in. The Council also approved the serving of alcoholic beverages in the City encroachments if the restaurants have permits from ABC and all other conditions of the permits including increased insurance coverage have been met. All existing approved encroachment permits will have to comply with new conditions.
- CCTC update: CCTC has asked Amy H to step in and serve as VP on their Board for this term which means she would serve as President for next term. Each term is for one year. The CCTC is granted funding by Visit Carmel to help promote rural areas in California. Amy H see a lot of upside for Visit Carmel and CBTS by serving on their Board. She did not want to accept the nomination without getting VC Board approval. The Board unanimously approved the appointment. The CCTC is getting to produce their map and they are adding a new wine section. Amy H committed Visit Carmel to paying \$350 for Carmel Wine Tasting rooms to be included in this section.
- Jeff B and Amy H met with Kimber from the MCCVB to strategize on creating complimentary competing digital ads as well as looking for co-op opportunities.
- Next VC Meeting will be changed to July 9 at 2:30pm to comply with our earlier decision. The CRID will meet on 6/23 at 2:30pm to also comply with Ken's request. The Carmel City Council will meet on July 7. On the agenda will be further discussion regarding new outdoor policy.
- There is plans in the works to convert banner signs to create posters for businesses to display. Amy H feels that it is possible to make one poster that will work for all businesses. Mary Crowe alerted the Board that the State has mandated the wearing of masks statewide. The City does not plan to cite those not in compliance but continue to use outreach and on-going education efforts to achieve compliance.

Marketing and Advertising: Jeff Burghardt reported:

- TV Commercial will start to air this weekend. Jeff showed the Board a full clip of the commercial noting the Pre-COVID disclaimer and CDC Guideline reference at the end of the segment. Pam Sheppard commented that several clips in the commercial that lacked proper facial covering and social distancing could be sending mixed message to our intended audience. After some discussion, the Board directed Jeff to rework areas of the commercial and remove the reference to Pre-COVID since the Commercial would be following current mandates.
- NBC is doing a custom segment that will be airing soon.
- The digital campaign has been launched. It will hit all our core markets.
- Social ads will be a mix of posts focused on the safety and well-being as top priority.
- Jeff is working on taking the COVID page and the Events Page and dressing it up into a Blog so that it morphs into "Healthy Travel Tips". Carrie Theis answered Rich Pepe's question about the state of the Concours on the Avenue saying that as far as the City is concerned the event does not have a permit due to a lack of information around post-COVID considerations.

Public Relations and Social Media: Ashley Brune reported:

- Abbi Agency has resumed a normal frequency of posting schedule as of June 11, 2020.
- Messaging centers around re-opening and related important topics like safety and responsible travel. The response has been very positive and feels the campaign is going well.
- Shell Mural is getting a lot of good coverage. Lots of wonderful selfies are popping up on SM including a significant number of posting with pets.
- Abbi Agency is working with Amy H to determine the appropriate time frame for hosting media. This will be discussed at the July 9 Board Meeting

Carrie asked if all the hotels in Carmel are now open. According to Amy H only two, Carmel Cottages and Sea View Inn, are not open yet. Mary Crowe said that Hotel Carmel is also not opened yet but if things continue to progress at the La Playa they intend to open for the 4th of July weekend. Mark Watson gave a brief update on his conversation with JSX. They are looking for value added and concerned about not having enough available rooms to service their clientele. Mark is concerned about not being able to deliver on the value-added aspect but feels dining packages are the easiest to commit to. Mark suggested that JSX might want to consider expanding their hotel inventory to guarantee there are enough available rooms for their clients.

Additions to the Agenda: NONE

Meeting Adjourned at 2:03pm