



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

VIA VIDEO CONFERENCE

Carmel-by-the-Sea, CA 93921

Thursday, June 4, 2020

1:00 PM

MINUTES

Board Members Present: Mark Watson, Pamela Sheppard, Ken Spilfogel, Mary Crowe, Chip Rerig, Rich Pepe, Jenny MacMurdo, Berit Keeble

Board Members Absent: John Lloyd, Ramon Serrano

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Ashley Brune, Abbi Agency; Jeff Burghardt, Brian Tracey and Nicole Dore, Madden Media; Dale Byrne, CRA; Gina Della-Gatti, Sunset Center; Suzanne Gravelle, CARS; Ashlee Wright, City of CBTS; Carrie Theis, Hofsas House and Carmel City Council; Janine Chicourrat, MCHA; Rob O'Keefe, MCCVB

Rich Pepe called the Meeting to order 1:04pm

Public Comment: Amy Herzog informed the attendees that the Black Lives Matter Event would not be taking place in the park this Saturday. Janine Chicourrat mentioned the AFAR Magazine article about hotels re-opening mistakenly wrote that would be happening in Phase 4 and not Phase 3. Janine went on to discuss the local effort to get Dr. Moreno to open for leisure travel including letters developed for the upcoming Mayors' meeting asking all Mayors and Councils to put pressure on Dr. Moreno and Supervisors to open. Mark Watson discussed L.A. County's use of a loophole in the essential services language to open the hotels citing it was "essential to the City's welfare". Mark felt an important message regarding leisure travel at the State level should focus on the crucial funding that TOT provides to municipalities. Rob O'Keefe mentioned that across the State, health directives are being interpreted differently. MCCVB is hoping to put pressure on the Health Department and the Governor's office by creating clear messaging. The MCHA is setting up meetings with the Supervisors to keep pushing for re-opening, citing the crucial need hotels play in funding for municipalities and acting as ambassadors to educate our visitors. Amy Herzog will work on getting the Pine Cone and Coast Weekly to feature the Innkeepers Clean and Safe Commitment. Dale says residents are divided about resuming marketing to visitors. Chip has not heard anything from residents regarding marketing but did mention that the City just released their fiscal year budget and it will be adopted at the City Council meeting on June 16. Rob O'Keefe mentioned the current STAR Report had Monterey County at a 33% occupancy which is low

compared to other areas. Rob reported on the new campaign for the City of Monterey that MCCVB is calling Responsibility Matters. It includes signage in key areas around the City designed to educate the visitor on traveling safely and responsibly. Rob is asking if CBTS and VC will join the campaign and come up with locations to carry over the messaging. MCCVB has planned radio announcements and press releases to promote the campaign. Amy Herzog suggested a collaborative approach using the Banner posts on Ocean Avenue to create similar messaging using the VC brand and obtain funding from key city groups. It will serve as a reminder to visitors and the community. The Board is in full support of the idea. Madden Media volunteered to create the banners for Carmel's campaign gratis. MCCVB is happy to offer whatever support they can provide. Collateral will be provided to stakeholders.

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.
- On the Paid Social Media side the "What are you dreaming of doing in Carmel?" video is doing well.
- The Eblast was released June 4, 2020
- Carmel Innkeepers Clean and 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. The restaurant webpage is currently being updated.

Executive Director's Report: Amy Herzog reported:

- 24 out of 42 signed commitments have been turned in by stakeholders. The Camel Innkeepers Association is doing follow up calls on those properties that have not returned the signed pledge. Window decals have been delayed till Monday. The CIA will take care of the distribution.
- Visit CA is looking for different pitches of what destinations are doing to re-open.
- The Mural Project is underway. There is considerable excitement and public awareness of the project. On June 8 at 11am there will be an opportunity for local media to interview the artist.
- An update from the City on the outdoor dining. Restaurants can now offer table service to those tables in the public right-a-way.
- JSX would like to have hotels that wish to participate in the packages to have an Expedia rating of 4.4 or higher due to the level of clientele. Amy Herzog will create the list of Stakeholders that meet that criteria and do reach out.
- Restaurants need to update VC on their status including those now offering outside dining options for marketing purposes. The RID is discussing using VC Bandwango subscription to help facilitate takeout orders.
- HID Renewal Committee met and agreed to engage the City Attorney's law firm. Chip and Amy H will follow up with the law firm to contract their services.
- Most restaurants are now back open. Most have applied for outdoor seating. Chip approved the temporary permits but approval of these outdoor areas goes before the City Council on June 16. No alcohol is permitted to be served in the public right-a-way currently. According to Chip, the City Council will undoubtedly put parameters on the parklets. Pepe mentioned that the ABC is allowing alcohol service outside and hopes the City will follow suit.

Additions to the Agenda:

Ken Spilfogel had a conversation with the ABC. He has the approved licensing for his restaurants but is waiting for the go ahead from the City. Jenny MacMurdo announced that the PPP Flexibility Act should be signed within the hour which provides positive changes to the original program.

Meeting Adjourned at 2:10pm