



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, January 12, 2021 at 2:30 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Rich Pepe, Wendy Walker, Colleen Chen Panzuto, Greg Ahn, Sarah Kabat-Marcy

Committee Members Absent: none

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Haley Gibbs Abbi Agency; Dale Byrne, Carmel Gives; Kristen Ridout, Toro; Staci Giovino, Carmel Food Tour; Tim Twomey, CRA; Mary Crowe, Brophy's

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:32 PM

Public Comment: Ken spoke about some meetings that have been taking place amongst restaurants with various ideas on how to move forward. There are mixed feelings. Also, many are not able to take advantage of PPP, so let's all keep in mind how we can help.

Dale thanked the group for helping to spread the word about Carmel Gives and submitting organizations that might benefit from the program. IN the past two weeks, 1258 meals from 6 restaurants have been made and distributed. He is trying to find a way to allocate food to CHOMP.

Minutes: Anthony called for approval of the minutes from Dec 8, 2020. Wendy made motion to approve, Ken seconded. Approved unanimously.

Carmel Delivers:

Greg provided an update on this new venture which would be termed a "workers cooperative". So far it has been averaging between 5-12 deliveries/night. One challenge is having enough drivers ready and to manage the flow. Many of the deliveries are pretty far out, so it seems like this is business that would have been lost. There are 7 restaurants that are part of the pilot program while they continue to work out the kinks and scale it up. There is some technical and efficiency improvements that need to be made and there may eventually need to be a service charge. They are starting to see repeat customers and most seem to understand the concept that this was creating to directly help the workers and the restaurants.

Executive Director Report:

- Amy asked the group if we are ready to make a decision about if we are going to put on a Culinary Month in April. The group decided it was still too early to decide and this will be tabled until the Feb meeting. But some additional modifications were discussed. Perhaps we can close down some streets? Or have outdoor events like in the courtyard at La Playa?
- Please committee members who haven't already must return their signed Conflict of Interest and Electronic Communications forms.
- Amy reported on various ways the Take Out Campaign is being promoted via other community organizations such as the CRA, City info and via flyers for local businesses.
- Next meeting is February 9, 2021. Also, committee members should undergo Brown Act training, so more info on that soon.

Marketing Report:

- Jeff gave an update on the Carmel Take Out and Deals campaign. A 30-sec TV spot has been developed and will begin airing on KSBW. Also continuing to run local digital ads and possible Carmel print ads, KSBW TV, and postcard mailings. Amy also suggested we utilize the Carmel Culinary Week local email list from last year, about 1,000 contacts.
- First Gift card winner will be picked this week and we will go with restaurants alphabetically – so Alvarado Street is first.
- Since December 14 there have been about 15,000 visits to the Take Out Guide page of the website and 216 gift card entries.

Public Relations Report:

- Haley presented on behalf of the Abbi Agency and went over the feature story about the Take Out Guide which appeared in the Pine Cone.
- Also, we worked with a local influencer/cook book author, Caroline Chambers to do some stories on Instagram promoting take out in Carmel. We worked with Le Souffle and 7&D/Rise + Roam to provide the meals.
- Also highlighted was the Instagram Guide that was created – Instagram's newest feature – again featuring the Take Out guide.

Agenda Items for Next Meeting:

Next meeting will take place on Feb 9.

Meeting adjourned at 3:34 pm.