



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Sunset Center and via Video Conference

Wednesday, October 13, 2021 at 2:00 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Colleen Chen Panzuto, Rich Pepe, Wendy Walker

Committee Members Absent: Greg Ahn, Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt and Bryan Tracey, Madden Media; Abbi Whitaker, Liz Bowling, Angela Rudolph, Dani Hannah and Trevor Birba, The Abbi Agency; Dale Byrne, Carmel Cares; Shaheen Alnuaimi, Mission Bistro, Walter Georis and Claus, Casanova; Bashar Al Sneeh, Demetra, et al., Jessica Faddis, Carmel Youth Center.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:08 PM

Public Comment: none

Minutes: Anthony called for approval of the minutes from September 14, 2021. Ken made motion to approve, Pepe seconded. Approved unanimously.

Carmel Culinary Week:

- The Main purpose of the meeting was to get some feedback and input regarding Culinary Week 2022.
- Amy and Jeff first led a quick review of the purpose and more broad marketing programs that the RID has undertaken.
- Amy and Jeff then transitioned into Carmel Culinary Week. Again there was a review of the goals and objectives for the event itself – from both a destination as well as a restaurant perspective. Then Jeff outlined a review of the marketing components that supported the event. Amy reviewed the various logistical aspects.

Open discussion ensued amongst the group. Here is a summary of some of the comments:

- Change the name of R.I.D. - Not feeling welcome as it sounds like you're trying to get rid of something.
- Don't have culinary week during slow time of year
- Culinary definition needs to be defined
- Focus on improvement of culinary experience at the business vs promotion of a discounted item(s)

- Community Event on the beach "grill masters"
- Charity Event?
- What is the outcome we're trying to achieve with Culinary Week?
- Is January the best time to promote?
- Need to build a tradition so it grows year over year
- Simplify!
- Kick-off events with charity
- Prefix menu's "Art of the Plate" – emphasize that. Every restaurant has its own canvas.
- Make the prix fixe about quality, unique offerings, exclusivity and represent an experience that you can only get at that time. Same with the events.
- Remove Gamification element
- Launch party - Ocean Ave Event "wine tasting"
- Better define what culinary is in Carmel
- Promote it as a local's event
- Push local participation
- "Know your neighbor, know your chef"
- Event at the Park?
- Close different parts of Carmel each day of the week
- Better chamber communication during lead up of Culinary week

Agenda Items for Next Meeting:

Meeting adjourned at 4:03 pm.