



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Sunset Center and via Video Conference

Tuesday, Dec 14, 2021 at 2:00 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Rich Pepe In person. On zoom - Wendy Walker, Ken Spilfogel, Greg Ahn

Committee Members Absent: Sarah Kabat-Marcy, Colleen Chen Panzuto,

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt and Nicole Dore, 62Above, Liz Bowling and Dani Hannah, The Abbi Agency; Anna Bartolini, La Balena

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:35 PM

Public Comment: none

Minutes: Anthony called for approval of the minutes from October 13, 2021. Pepe made motion to approve, Wendy seconded. Approved unanimously.

Executive Director report:

- Amy discussed that we are now 3 years into the existence of the RID, which has a 5-year term. After Culinary Week we can focus on a 3-year report for the stakeholder restaurants.
- At the December Visit Carmel Board of Directors meeting, they will vote to appoint the CRID Committee for another one-year term. (We can then elect or reelect Chairperson in April.) Those who have agreed to serve on the Committee include:
 - Anthony Carnazzo
 - Wendy Walker
 - Greg Ahn
 - Rich/G Pepe
 - Sarah Marcy-Kabat
 - Anna Bartolini
 - Ken Spilfogel
- Future CRID Committee meetings will be scheduled for every other month on the second Tuesday of the month.
- Amy reviewed new and soon-to-be opened CRID restaurants, plus new ownerships
- Update on Carmel Culinary Week – articles in Pine Cone and new kick-off party location at Carmel Plaza. Amy reviewed potential site plan.

Marketing Update:

- Jeff and Nicole reviewed the digital ads, printed materials.
- Jeff working on editing the TV ad to run starting either last week in December or first week in January.
- Discussion about the pins being produced – 1,000 qty to cover all employees and kick off event attendees.

Public Relations/Social Media Update:

- Dani reviewed that Amanda Kuehn was in town for a fam and had explored numerous restaurants for PR coverage in Newsbreak and 7x7.
- Nora Tart will write a preview story for the Monterey herald and will attend Culinary Week.
- Food writer Alyssa Fitzgerald also will attend to cover a story for Forbes.
- Anthony suggested that Eater SF be on the hit list and Dani assured that it was, as well as other food writers and outlets.
- On social media side, Angela is working on a social media tool kit for Culinary Week to provide to all participants and also created a Facebook event listing.

Agenda Items for Next Meeting:

Meeting adjourned at 4:03 pm.