



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, February 9, 2021 at 2:30 pm

MINUTES

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

Committee Members Absent: Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Ashley Brune, Abbi Agency; Tim Twomey, CRA; Courtney Kuhn, Grasings

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

Public Comment: Ken suggested that we consider profiling the people behind the parklets – little photo/bios of the individual restaurant owners.

Minutes: Anthony called for approval of the minutes from January 12, 2021. Ken made motion to approve, Greg seconded. Approved unanimously.

Executive Director Report:

- Outdoor Dining Ad Hoc Committee - Amy provided an update on the Outdoor Dining Ad Hoc Committee meeting which had taken place the day before. All owners are encouraged to participate, as the meetings are open to public; and what questions to consider for long-term planning. All agreed the Google Meets/call-in only format is terrible. Pepe mentioned concern about the long-term impact of outdoor dining be fair to both residents as well as restaurant owners.
- Amy reported on upcoming opportunities with Alaska Airlines and the wine tasting rooms.
- Carmel Delivers – Greg reported that they had to take a little pause, because there weren't drivers available, but now they are reloaded and still active.
- Carmel Culinary Week/Month – Amy posed to the group that a decision needs to be made to either have Culinary Month in April, or postpone until next January. Amy reminded that the main objectives for the event were to 1) bring visitors during a slow time of year, 2) create something fun for locals and 3) elevate the Carmel culinary brand. The components of the event included educational, events, and prix fixe menus. All discussed that if we can't accomplish these in April then it would be best to postpone until January 2022. The restaurants have too much on their plates and may not have the seating capacity in April as well.

Marketing Report:

- Bryan provided an update regarding the Take Out & Dining Guide. There have now been 328 entries into the gift card giveaway and the next winner has been picked to win the Brophy's gift card.
- Jeff gave an overview of the media mix which includes digital, TV, print and eblast. The digital buy has garnered 2.7 million impressions. There has been a 62% increase in visits to the restaurant pages of the website since we started running the TV ads.
- We are maintaining geographic and demographic targeted ads via Google digital ad buys, which have garnered more than 10K clicks. Between those and the sponsored posts on FB and Instagram, there has been a 74% increase in visits to the Take Out guide month over month.

Public Relations Report:

- Ashley presented the report and highlighted the Take Out guide that is on the Visit Carmel Instagram channel as an Instagram Guide (new feature).
- Ashley showed some of the earned media coverage in the Pine Cone and in Edible. The focus is on both the Take Out guide as well as Outdoor Dining.
- The top performing post was the announcement that Outdoor Dining is back open. It is good to see that partners/stakeholders are also sharing posts.
- Lastly the team is working on a national pitch about the collaborative efforts the hospitality community in Carmel has been undertaking.

Agenda Items for Next Meeting:

Amy will keep reporting on the progress of the Ad Hoc Committee on Outdoor Dining.

Next meeting will take place on March 9.

Meeting adjourned at 3:34 pm.