



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

MINUTES

Committee Members Present: Ken Spilfogel, Rich Pepe, Colleen Chen Panzuto, Sarah Kabat-Marcy

Committee Members Absent: Anthony Carnazzo, Wendy Walker, Greg Ahn

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; Dale Byrne; Anna Bartolini, La Balena

MEETING CALLED TO ORDER: Amy Herzog called the meeting to order at 2:34 PM

Public Comment: Ken spoke about the huge investments the restaurants have made in outdoor dining and is not happy that some already assume they will be dismantled so quickly. Restaurants have been front line and essential and fed the community. Encouraging all to be open-minded and accept that Carmel might look different. Stay in discovery mode. Many comments in support of all being heard on this topic.

Minutes: Amy called for approval of the minutes from February 9, 2021. Colleen made motion to approve, Pepe seconded. Approved unanimously.

Executive Director Report:

- Amy announced that Anthony and Alissa has their new baby boy, Massimo Giovanni.
- 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. Next step is a survey from the Planning Director. And next meeting is March 29.
- Amy reported on successful meetings with the Wine Tasting Rooms and Visit Carmel is moving ahead with the mobile guide program.
- A new field will be added to the Take Out & Dining Guide – Outdoor Covered Dining.
- Airport update – Seattle co-op ads going very well. A team from the VC board is meeting with the Airport board on Wednesday, March 17 to propose the name change.

Marketing Report:

- Jeff provided an update regarding the Take Out & Dining Guide and its various components. Between January and March 8 the restaurant pages and the #2 and #4 highest landing pages on the website.
- Discussion about changing the ad mix as we move toward Red tier. In the past we had run the “pack your appetite” dynamic ads out of market at 70%, and in market at 30%. Suggestion was made to go back to dynamic ads out of market, but keep the take out guide ads running in market. Will target high demographics—quality over quantity.
- Jeff gave an update about plans for the destination marketing plan, which is scheduled to launch on April 1 or thereabouts.

Public Relations Report:

- Ashley presented the report for the month and highlighted the Travel + Leisure feature.
- The Abbi Agency is also contracting with a few influencers with upcoming trips to the area to feature the dining scene.
- The Agency is ready with a post to announce the opening of indoor dining when we move to Red.

Agenda Items for Next Meeting:

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

Next CRID meeting will take place on April 13.

Meeting adjourned at 3:23 pm.