



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)  
COMMITTEE MEETING  
By Video Conference  
Tuesday, April 13, 2021 at 2:30 pm

MINUTES

**Committee Members Present:** Anthony Carnazzo, Wendy Walker, Greg Ahn, Ken Spilfogel, Rich Pepe

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

**Also in Attendance:** Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:33 PM

**Public Comment:** Ken spoke about the future of outdoor dining survey issued by the City. He feels there are many new residents that may not be on the radar and suggests a possible program to go door-to-door in the 93921 and obtain the new demographic info so that we might have a better understanding about who lives here.

**Minutes:** Anthony called for approval of the minutes from March 9, 2021. Greg made motion to approve, Pepe seconded. Approved unanimously.

**Executive Director Report:**

- Outdoor Dining Ad Hoc Committee - Amy provided an update and explained the proposed options for the future more permanent outdoor dining options that have been proposed in the City survey.
- Temporary Parklets - The current expiration on the parklets in the public right of way is May 31. Discussion ensued that it felt way too early to remove the extended outdoor dining options and that most still prefer dining outdoors, also taking into account the expense and effort that has gone into most of the build out. Committee members have range of opinions regarding how long the temporary outlets should remain. The possible date extension is on the Agenda for upcoming City Council meeting.
- Amy reported on two new restaurants in town: Edwin's Carmel and Village Gem. Both have been provided CRID info. Updated photos taken and added to website and incorporated into advertising.
- Updates to website also included new COVID updates and an "Indoor Dining" field.
- New "please wear a mask when not eating" table signs distributed to 11 restaurants upon request.
- Annual Report will be available by end of month.

**Public Relations:**

- On behalf of Ashley, Amy provided a PR update highlighting several upcoming media fairs and influencers scheduled for the next several weeks, including Travel+Leisure, San Joaquin Magazine, @eagertraveler, and Seattle-based influencer @photoallison.
- Passed 50,000 followers on Instagram!!

**Marketing Report:**

- Jeff reviewed the “Pure Inspiration” launch and campaign including the TV spots running for two months in Southern California.
- Jeff reviewed the Seattle ad co-op (with Airport) in support of the Alaska Airlines direct flight.
- As for in-market campaign, Jeff reviewed the “Love Carmel Like a Local” campaign and explained the geofencing component on social media.
- Wine Walk update included the new branding and the curated digital guide with the goal to create another brand asset.
- It was decided that we would keep the Take Out & Dining Guide but cease the prize drawing component.

**Agenda Items for Next Meeting:**

- Future CRID meetings will take place once a month, unless otherwise needed. Perhaps we will meet in person in June!

Meeting adjourned at 3:33 pm.