



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Seventh & Dolores and By Video Conference

Tuesday, June 8, 2021 at 2:30 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Wendy Walker, Greg Ahn, Colleen Chen Panzuto, Sarah Kabat-Marcy, Rich Pepe

Committee Members Absent: Ken Spilfogel

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Nicole Dore and Bryan Tracey, Madden Media; Ashley Brune, The Abbi Agency

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 2:37 PM

Public Comment: Dale Byrne sent in a comment that Carmel Cares is offering sidewalk cleaning and donations to CarmelCares.org by the restaurants are being accepted. Pepe commented that this task really should fall on the City now that their budget is back. Hopefully they will catch up with staff so that can happen.

Minutes: Anthony called for approval of the minutes from June 8, 2021. Wendy made motion to approve, Pepe seconded. Approved unanimously.

Executive Director Report:

- Outdoor Dining Ad Hoc Committee - Amy provided an update. The survey results are scheduled to be shared at an Ad hoc Committee meeting on July 22.
- Still working on final updates for the tear pad map. Printing soon!
- Wine walk brochures produced and distributed to hotels on Thursday. Have been delivered to the tasting rooms.
- Events are coming back, including lots of art and performing arts.
- Discussed the perception that there are too many tourists in town. Amy presented Mark's historical occupancy graph which shows the huge slide down in occupancy for 2020 and how far we need to go to make that up. Also reiterating that we are going for overnight guests, not day visitors.
- The Abbi Agency is working on some messaging regarding this topic and that can be shared with the committee.

Marketing Report:

- Nicole and Bryan reported on the Love Carmel Like a Local Program, comprised of geotargeted digital ads, extended info on our website and coming on August 11 new Ocean Ave colorful and welcoming banners.
- Nicole provided an update on the wine walk. Mobile guide is fully launched, digital ads have been running in market and printed pieces finished. Bryan went over ads performance, which is not at full peak yet.
- For the dynamic restaurant ads (where each restaurant is featured), are running, but at a lower funding level for July and August as it custom for this time of year. 60% running regionally and 40% running in market.
- The committee again confirmed that weekends in town are very busy and encouraged a midweek visit angle/shift in the ads where possible.
- Amy brought up Culinary Week and discussion ensued about going back to same 10-day format and similar dates – January 14-23, 2022. Then we were reminded that last year we teased it with bill inserts during Car Week, so will need to decide if we'd like to do that again.

Public Relations:

- Ashley provided a PR update with recent earned media coverage including two articles in the SF Chronicle and regional and local coverage of the Carmel Wine Walk.
- They are looking at booking a writer from 7x7 this fall as well as some media from LA area to come via the JSX flights.
- Continuing to post about restaurants and dining in Carmel at least once a week if not more so.
- Also discussed our coordinating with the MCCVB on earned and influencer coverage.

Agenda Items for Next Meeting:

- It was again suggested we start looking at how to marketing for the holidays – not too early!
- There will be no August meeting due to Car Week. Next meeting is on September 14
- It was suggested that we have an open call style meeting to brainstorm and ask what they would like to see for 2022.

Meeting adjourned at 3:53 pm.