



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)
COMMITTEE MEETING
By Video Conference
Tuesday, Sept. 14, 2021 at 2:30 pm

MINUTES

Committee Members Present: Anthony Carnazzo, Ken Spilfogel, Colleen Chen Panzuto, Rich Pepe

Committee Members Absent: Wendy Walker, Greg Ahn, Sarah Kabat-Marcy

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Nicole Dore and Bryan Tracey, Madden Media; Dani Hannah and Trevor Birba, The Abbi Agency; Dale Byrne, Carmel Cares.

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

Public Comment: Dani and Trevor introduced themselves as new Abbi reps on our account. Dale Byrne discussed Carmel Cares' "keep Carmel Beautiful" program which is an attempt to become litter free. Also he is installing HEPA filters in some restaurants as a test program of sorts. Perhaps we can have a "Clean Air Certified" program for the restaurants akin to the Clean and Safe Commitment for the hotels.

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

Executive Director Report:

- Updated the group on changes in Fall events, incl Meet the Makers postponed; Taste of Carmel looking for restaurant participants; waiting for opportunity to help support the Mission's 250th anniversary; lots of new chefs moving ab out.
- Outdoor Dining Ad Hoc Committee – Temporary parklets extended for one more month with a rental fee. Permanent dining program moving on to Planning Commission.
- Tear pad maps are out to hotels. CCW bill stuffers picked up by 20 restaurants.
- Discussion about how to increase participation at meetings, even though we invited all. So discussion ensued later that we would make the October meeting (hopefully in person) and move that to the day before the October board meeting. Agencies reps will be in town. So make it an RID review and CCW participation Workshop. (and also nominate new committee members.)
- 800 Wine Walk guides have been downloaded. Quarterly review scheduled with wine tasting rooms for Oct 8.
- Airport update on new flights from SEA, delayed flight from BUR-MRY, airlines changing their res systems and potential for new routes from NYC and Chicago. Just launched VC/MRY co-op fly market digital ad campaign.

- Discussed rising sentiments locally with concerns about tourism and marketing. VC will make Destination Stewardship a focal point for 2022.
- Discussion about holiday planning. Use owned media and Amy to get holiday hours for the hotels.

Public Relations Report:

Dani suggested taking a holiday approach to PR, including using “trading in a white Christmas for white sand beaches.” Take a more all-encompassing angle beyond shopping. Suggested regional approach to media for winter. Jeff reminded Dani that we have holiday images available.

Carmel Culinary Week:

- Amy led a review of the 2020 event, (i.e. 22 Participating Restaurants; 1762 Passports Downloaded; About 50/50 “local” and out of area; 307 event tickets sold; No Sur La Table Space) and the original objectives.
- We did a survey of the restaurants, hotels and participants after the event so there are suggestions on the technology, processes, marketing materials, prix fixe menus and events.
- Jeff presented a marketing plan for the event. Timing would be November 1 to start promoting and we will want commitments and possible menus by then.
- Jeff met with the Bandwango CEO and was assured the tech has been streamlined and will continue to improve.
- Review of the past event marketing including the KSBW partnership, def want to do that again with more advance notice.
- Digital ad mix – both in and out of market. Also Pine Cone full page ads, eblasts.
- Also, anyone who downloaded the app before we can now do push notifications to.
- Abbi agency orchestrated a Bay Area Newsgroup sweeps.
- Printed pieces included brochures, posters, banners, flyers and check stuffers. New to consider for this event is a table top piece that explains the event and is custom with PIN for each restaurant. Takes some of the onus off the server.
- Custom landing web pages and highlight on our home page.

Ken encouraged participation from restaurateurs who aren’t usually involved. And get them out of their heads from COVID. Regarding events, he supports doing them again. Discussion involved locations which could include Sunset Center courtyard, La Playa courtyard and possibly the new space behind Casanova.

Amy will pay special attention to the new restaurants so they will know to come and understand both the RID and the event.

Agenda Items for Next Meeting:

- Next meeting move to Wednesday Oct 13 and hope to have in person. Focus on RID review, Culinary Week, and getting new members.

Meeting adjourned at 3:43 pm.