



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

Chapman Room, Sunset Center

San Carlos and 9th

Carmel-by-the-Sea, CA 93921

Thursday, October 14, 2021

2:30 PM

MINUTES

Board Members Present: Rich Pepe, Chip Rerig, Mark Watson, Pamela Sheppard, Chris Whitman, Ken Spilfogel (Video)

Board Members Absent: John Lloyd, Mary Crowe

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Liz Bowling, Trevor Birba, Angela Rudolph and Abbi Whitaker, Abbi Agency; Candace Fecteau and Scott Richards (Video), Tradewinds Carmel and Carmel Lodge; Jeff Burghardt, Nicole Dore and Bryan Tracey, Madden Media; Lindsey Stevens, MCCVB; Suzanne Gravelle, CARS; Tim Twomey, CRA; Ashlee Wright, City of CBTS (Video); Dani Hannah, Abbi Agency (Video)

Rich Pepe called the Meeting to order 2:32pm

Public Comment: None

Minutes: **Chip Rerig made a motion to approve the minutes from September 9, 2021 and September 24, 2021. Mark Watson seconded the motion. Motion passes unanimously.**

Nominating Committee: Pam Sheppard recapped the nominees and asked if there was any other nominations for consideration.

Pam Sheppard made a motion to close the nominations and vote to approve Greg Ahn to the restaurant seat for a 3-year term, Candace Fecteau to fill the vacant 1 year Lodging seat, Renew Chip Rerig for another 3-year seat for City of Carmel, Renew Mary Crowe and Pam Sheppard for another 3-year term for Lodging seat and accept Michael La Pier for an Advisory (non-voting) Board seat. Mark Watson seconded the motion. Motion passes unanimously.

Change To Fiscal Financial Calendar: Mark reviewed the budget for the first 6 months of 2022 and reworked it to align with the city's budget and financial reporting which would be through June 30,

2022. Mark's revenue forecasting reviewed a 12-year period, throwing out the high and the low, discounted 5% for the unforeseen and rounded down to the nearest \$10K. The CRID has stabilized to be around 3.5% of the TOT. The current budget was created using the above formula and includes: PR Budget of \$148K, Marketing \$1M, Sales \$48K, and Administrative \$202K. Total Income is projected at \$1.8M, Expenses \$1.4M, residual cash flow of \$400K with an ending cash balance at the end of the fiscal year (June 2022) of \$951K. A draft of the Bylaws was distributed ahead of the meeting changing the dates of the fiscal year and revised the dates of the amended bylaws. **Pam Sheppard made a motion to accept the amendments to the bylaws to align the Visit Carmel budget with the City of CBTS. Rich Pepe seconded the motion.** Motion passes unanimously.

Visit Carmel Executive Director Report: Amy Herzog reported

- Alaska Airlines changed its reservation system to include "Carmel" in the search
- 1000 mobile wine guides downloaded to date. Wine room had feedback for data tweaks for technology.
- CCTC workshop coming to Carmel next week.
- International travel reopening in November. Mexico / Canada border reopening for vaccinated travelers.
- November meeting discussion. Annual meeting in the past. Board agreed to move the November meeting to November 18 in observance of the Veteran's Day holiday and the annual meeting to 2022. The Chapman Room at Sunset Center is reserved for the November meeting.

MCCVB Update: Lindsey Stevens reported

- Q1 Highlights Overviewed (July-August 2021) – New Agency on Board during this time.
- Now is the Moment Influencer campaign has wrapped. 98 stories mentioned CBTS
- Moved stats over to the Cision platform – More accurate reporting.
- Travel writer dip in willingness to travel to our area
- Current marketing initiatives include a refreshed version of "Now is the Moment", and a launch of large group and meetings campaign.
- IMAX launch on November 9 in Las Vegas of the "All Inspired" Campaign. Focus on strong digital and some print.
- International Market research via Visit CA full recovery projected for 2025. Mexico and Canada projected to bounce back more quickly followed by UK, Germany, France and China respectively.

Marketing and Advertising: Jeff reported:

- Brand Refresh underway including a photoshoot with David Martinez and NBC Live segment. 90 total spots to run in So Cal.
- Campaigns and Stats every month continues to out-pace the previous month YOY. The current ROI is tracking at \$3.5M.
- Fly Market campaign has been running for 1 month. All markets are performing well. Web traffic is strong from the areas targeted in the fly market.
- Visit Carmel has secured a full-page ad in the November issue of the United Airlines *Hemispheres* Magazine. Amy and Jeff conferred making a quick decision to participate.
- Love Carmel Like a Local is targeting 3 key zip codes (X21, X22, X23) Performance is strong.
- Wine Walk Digital Campaign targeting local zip codes with a higher income.
- RID Campaign is a digital regional / local campaign.

Public Relations and Social Media: Dani Hannah began the presentation

- September Recap 58 domain authority and 82 overall score
- Listicle placements in Travel & Leisure, Conde Nast Traveler and Fodor's Travel
- Girl's that Roam focused on Vagabonds House, Visit CA picked up a story on the grand opening of Dutch Door Donuts
- Media Fams with 7x7 has been postponed, Conde Nast / Afar coming in October and Travel and Leisure / Lonely Planet coming in November.

Trevor Birba reported:

- Overviewed Key drivers that are pushing social media. Strategy was to reduce posting cadence and saw positive engagements on a per post basis (quality over quantity). Increase in followers across all channels.

Financial Report: Mark Watson reported Visit Carmel as of September 30 have \$662K cash in the bank.

The \$150K EIDL loan is still on the books. VC has unrestricted assets of \$425K. We spent a little more on PR than budgeted but on track YTD. Marketing had a big spend but YTD we are still under budget.

Overall expenses are \$96K less than budgeted YTD.

Additions to the Agenda: None

Meeting Adjourned at 3:59pm