



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS SPECIAL MEETING

Via zoom

Thursday, September 24, 2021

10:00 AM

MINUTES

Board Members Present: Chip Rerig, Rich Pepe, John Lloyd, Mark Watson, Chris Whitman

Board Members Absent: Mary Crowe, Ken Spilfogel, Pamela Sheppard

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Heith Pino, L'Auberge

Rich Pepe called the Meeting to order 10:04 am

Public Comment: Heith introduced himself as the new GM at L'Auberge. Amy (with Jenny's permission) let attendees know that Taste of October has been cancelled.

Rooms Resolution Temporary Rate Increase: Amy Herzog introduced the main purpose for calling the special meeting which was to address the maximum allowance that Visit Carmel can pay for lodging at a stakeholder hotel. The existing Resolution limits the amount to \$150 per night, however due to the increase in both occupancy and rate, a suggested increase to max at \$250 is recommended.

Chip commented that hospitality does so much and is not only in support of the increase but suggest that remain in place through the end of the calendar year. Chip proudly made motion as such.

Mark seconded the motion and also commented that he'd like to see other hotels be offered chances to host both media and "staff" needs.

Motion passed unanimously.

Additions to the Agenda: At a future meeting, address and implement more permanent changes to the Rooms Reimbursement Resolution.

Meeting Adjourned at 10:14 am