



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Sunset Center and via Video Conference

Tuesday, July 12, 2022 at 10 am

MINUTES

Committee Members Present: Anthony Carnazzo, Stationaery; Gian Pepe, Pepe Intl; Anna Bartolini, La Balena (on zoom); Gabe Georis, La Bicyclette/Barmel (on zoom); Joseph Marin, ASB (on zoom); Ken Spilfogel, Flaherty's; Greg Ahn, Folktale Group; Sarah Kabat-Marcy, Cultura (on zoom).

Committee Members Absent: Rich Pepe, Pepe Int'l.

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Bryan Tracey, 62Above, Dani Hannah, The Abbi Agency; Jonny Black and Nate Cohen, Chez Noir; Eve Greco, Pepe Int'l; Dale Byrne, Carmel Cares.

MEETING CALLED TO ORDER: Anthony Carnazzo called the meeting to order at 10:04 AM

Public Comment: None.

Minutes: Anthony called for approval of the minutes from June 7, 2022. Kenny made motion to approve, Gian seconded. Approved unanimously.

Farmer's Market Marketing Opportunities: Amy filled the group in on the discussion from Public Comment from last meeting. Since then many have spoken to Ashlee. Ken discussed that maybe there could be a restaurant booth that we can schedule for those who are interested. Gian discussed that Vesuvio already has a booth. Gian is in support of the market and thinks it is good for the destination overall. Anthony very fond of market and how it has improved over the years and has high quality items. Many come to shop and then eat out for lunch at a restaurant. Jonny pointed out that most vibrant culinary communities have a great farmer's market. Gabe added he agrees in bolstering the overall scene, however we should discuss the fast casual dining scene in general since there are restrictions on that despite an increase in demand. Potential larger conversation with the City. Greg concurs and points out that casual /counter service dining quality has changed and can be very high quality. The City is Beta testing a 3rd Thursday evening concept in the Park.

Executive Director's Report:

Culinary Week - Amy recapped some of the decisions we came to regarding Culinary Week at the last meeting – reviewed objectives; discussed date change to first week in June; theme and brand focus on independent, immersive and intimate experience; format change might include pop up kitchen; maybe

we reconsider the mobile passport; Monterey Winemakers' Celebration tie in a possibility, but if so, keep them as separate events that support each other. VC Board member hotels concur that it is a slow week and would be in support of the date change.

Financials – Amy reviewed Visit Carmel's recently approved FY22-23 budget. Shared the revenue sources and showed how large the hotel contribution is, as well as CRID and CITY investments. Expenses show and increase in marketing as well as PR/social media. Also created a substantial reserve fund of 11% of projected revenue as well as we also carry over a substantial amount.

Other Updates: New restaurants have opened with more still to come. New double-sided tear pads are updated and distributed. Chez Noir predicts opening end of August. Greg explained he is splitting Rise+Roam into two concepts. Roam will be dinner only, global fusion on carts. Website updates with new filters and new restaurants added to site.

Michelin Dining Guide Co-op: CRID had agreed to contribute \$5,000 for first year with some negotiables. Not much info at this time. Waiting on CVB.

Meeting Schedule: August and then no meeting until October.

Marketing Update:

Jeff and Bryan updated the group. There are 19 different carousel ads running locally as well as regionally. The drive market has a higher click thru rate than the local market. Combined average is .9% which is 9x industry avg. There are 26K engagements on the ads since March 1 – June 30. Launching new Google discovery ads/display ads to test against the social ads.

Google Analytics over the past year shows more than 155K visits to restaurant landing page (6% increase over previous year). Ads really driving traffic there as it is the #2 page on our website. Individual restaurant landing pages show good traffic as well.

Re-launching overall Visit Carmel website in September with a more mobile friendly site.

Public Relations/Social Media Update:

Dani reported. Started by showing the content calendar. July focus is on Outdoor adventure. Sept-Oct focus on food/wine/culinary.

Recap on recent placements in Haute Living SF (print and digital), Fodor's Travel (result of Coastal Grandmother fam). Blog this week is a summer recipe provided by La Balena. Started messaging on Taste of Carmel and Meet the Makers. Target pubs list provided.

Social media posts had good growth and engagement. Showed the featured restaurants from May and June. Amy outlined the plans for the Best Kept Carmel blog.

Agenda Items for Next Meeting:

None.

Meeting adjourned at 10:58 am.