



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

At Sunset Center and Via zoom

Carmel-by-the-Sea, CA 93921

Thursday, November 10, 2022

2:30 PM

MINUTES

Board Members Present: Chip Rerig, Mark Watson, Candace Fecteau (virtual), Carrie Theis, Mary Crowe (virtual), Michael LaPier, Greg Ahn

Board Members Absent: Chris Whitman, Pamela Sheppard, Rich Pepe

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Dani Hannah (virtual), Haley Walters (virtual), all from The Abbi Agency; Jeff Burghardt, Nicole Dore and Bryan Tracey (all virtual), all from 62Above; Suzanne Gravelle, CARS (virtual), Lynne Allenspach, Carmel Chamber; Ashlee Wright, City of Carmel (virtual); JP Rollet, Classic Hotels (virtual).

Amy Herzog as acting chair called the Meeting to order at 2:30 pm.

Public Comment:

Mark Watson discussed the water Desal project and his feeling that without the approval of the project, the peninsula is looking at a developing critical issue for the area. He encouraged anyone with an opinion to voice it to the commission.

Minutes:

Motion to pass minutes from October 13. Motion to approve Chip Rerig, seconded by Mary Crowe. Passed unanimously with Mark Watson abstaining.

Board Officer Change:

Letter of resignation provided by Chris Whitman based on changes in his current work location. Motion to approve Pam Sheppard as new Chair per previous discussions. Mark Watson made a motion to approve, Mary Crowe seconded. The motion passed unanimously.

Revised Budget Review:

Discussion about the \$200,000.00 reserve amount and whether there were any questions regarding this amount.

We recommend this allocation be provided to two agencies (62 Above and Abbi Agency) for marketing. Both Agencies provided an update:

62Above

- Invest in the future with brand research and ultimately a new campaign as a result of the info gathered - \$80K
- Increase Winter Visitation with more TV ad placement - \$80K
- Total budget - \$160K
- With this allocation looking at an additional 30% to each of these funds

Abbi Agency

- Increase Social Media retainer – \$8K
- Additional FAM trips (3 new trips) – \$12K
- Tiktok and Reels implementation and production – \$13.6K
- Tiktok and Reels Creator activation – \$6K
- Total - \$39.6K

Mid-year Revised Budget review provided by Mark Watson.

Key points:

- \$1.9M in Revenue budgeted
- Total PR spending \$245K - 13% of expenditure
- Total Marketing \$1.1 M - 60% of expenditures
- Sales and promotion \$89.7K – 4.7%
- Administrative cost - \$10.8% of expenditures
- Net cash flow of \$209K to go into reserves with \$1.1 M left at Year End

Carrie moves that we accept the revised budget. Motion seconded by Chip Rerig. Motion passed unanimously.

Executive Director's Report: Amy Herzog reported:

Stakeholders communications

- Met with Foray for assistance with their opening
- Monterey County leadership class
- “Meet the Makers was crazy good” – feedback from art gallery owner on Lincoln Street

Destination Stewardship

- Phase one integrated campaign
- In-market signage
- Website design
- Digital Ads
- Press Release
- Social Campaign
- Custom Swag
- Adding Video
- Timing linked to relaunch of Visit Carmel Website

Website Updates

- Tik Tok added
- Deactivated The Getaway and Hideaway temporarily
- Added Foray plus several new retailers
- Updated Calendar of Events

- Hotels - updated exclusive offers

RID Update

- Surveying restaurants on program content ideas
- Culinary Week – moved to June. Discussion about programming.
- Next meeting December 13
- Michelin Guide – no new star additions from Monterey County. Chez Noir added to “recommended”.

Airport Update

- Upgrade to Mainline planes for DFW – 50K more seats per year
- Alaska Airlines adding second non-stop to San Diego
- Cooperative with Airport for destination intelligence and research insights using cellular data
- Longer term vision – 4 years from a completed new terminal (architect hired and moving forward)

Visit California

Lots of coordination and collaboration with agencies MCCVB, Visit California, CCTC including FAMs and workshops.

Board packets to be completed

- Signatures needed from Board members

December 1 – next meeting

January – appoint CRID committee

- Start CRID renewal planning
- Brown Act review

PR and Social Media recap from Abbi Agency

Introduction to Haley Walter (taking over for Dani Hannah while on maternity leave)

October 22 report

- PR Efforts – Meet the Makers
- Holidays in the Village
- 2023 FAMS
- FAM itinerary for Laura Beausire
- 2023 content planning

8 media placements

- Visit California – inclusion in Halloween Happenings
- Edible Monterey Bay – Meet the Makers
- San Francisco Chronicle (Chez Noir with other mentions including Foray and culinary environment)
- NBC SoCal – Meet the Makers
- San Francisco Chronicle (Highway 1 Road Trip)
- 7X7 – FAM Modern Guide to MC
- Travel and Leisure – 17 Delightful U.S. Beach Towns

- Fodors – 12 Beautiful Coastal Towns

Best Kept Carmel

Launch in January to align with updated Website

Social Media

- Slight Drop – thoughts that election and travel season contributed to slow down
- Details available in the presentation
- Shows overall small decrease YOY, but Agency is unconcerned as it is typical ebb and flow of Social Media

Looking to further differentiate between Social Media sites - based on type and category of information

Question re Visit Monterey, Visit California Domain rank compared to Carmel. Abbi Agency will follow up on exact increases and comparisons.

Marketing recap from 62Above

Results tracking

- Paid Digital Media up 36%
- Web referral tracking – down 14.27% (not surprising as things slow)
- *Work of Art* Social Video Series – Average 37% CTR
- Fall Holiday media mix
 - CTV campaign – focus SoCal
 - Digital Media
- Connected TV Results
 - 97% completed view rate
- Monthly Eblast – 39.6% open rate (benchmark 16.9%)
 - low cost - great ROI
- Fly Market
 - Co-op social campaign (.77% - industry avg .90%) – testing co-op efficiency and reach
 - Showing results for Carmel, not all areas involved
 - Fly Market performance 1.05% (10X industry bench)
 - Dallas and SEA leading
 - \$119K ROI (estimated based on calculations of web referrals and bookings)
 - Texas Monthly Paid Ad
 - Top Markets % change significantly up in all markets
 - Based on actual hotel data increases YOY
 - Portland/SEA/LA all up more than 48%
 - NY/PHOENIX/DC are all down – being pushed out of top seats by other increases
- RID Marketing
 - Local Targeting
 - Drive Marketing
 - Showing 1.26% CTR (.90 %Industry Benchmark)
 - New initiative – Google Advertising 3.12% CTR
- Destination Intelligence
 - Considering using “near” to provide data and comparing to usable metrics via the Madden Dashboard
 - Annual subscription

- Website Design
 - Not a rebrand – just redesign
 - Mobile First Approach
 - Rethinking the navigation – simplified and condensed
 - Best Kept Carmel Link on home page
 - Auto play video on the home page
 - Things to do –page redesigned with a highlight box
 - Book direct messaging to highlight and encourage direct book with businesses
 - Explore the whole canvas – a new feature to further exploration
 - Events – shown on easily navigable landing page – more functionality
 - Destination and love Carmel links
 - Paint your own story in Carmel – email sign up

Financial Report : Mark Watson presented

Market Share –

- July/August \$307 to \$350
- Carmel and Monterey best YOY as compared to comp set
- Occupancy – Even YOY
- 14% YOY ADR

Financial Report October

- October \$1.57 M
- Revenue for July/August \$436K - budget \$350K
- Expenses \$1500 over
- Marketing on Budget
- Administration on Budget
- \$109 K up from Budget YTD

Conclusion - very healthy period

Additions to the Agenda:

None

Meeting Adjourned 4:06