



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

Via zoom

Carmel-by-the-Sea, CA 93921

Thursday, March 10, 2022

2:30 PM

MINUTES

Board Members Present: Rich Pepe, Mark Watson, Candace Fecteau, John Lloyd (Virtual), Greg Ahn (Virtual), Carrie Theis, Chris Whitman, Pamela Sheppard

Board Members Absent: Mary Crowe, Michael LaPier, Chip Rerig

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Tim Twomey, CRA (Virtual); Dani Hannah and Angela Rudolph, Abbi Agency (Virtual); Jeff Burghardt, Nicole Dore, and Bryan Tracey 62Above (Virtual); Suzanne Gravelle, CARS (Virtual); Ken Spilfogel, Flahertys (Virtual); Beth Bowman, Sunset Center; Lynne Allenspach and Sandra Book, Carmel Chamber of Commerce; Hella Rockwell, Carmel Art Festival (Virtual).

Rich Pepe called the Meeting to order 2:32pm

Public Comment: Sandra Book announced she is retiring at the end of the month from the Carmel Chamber. She introduced Lynne Allenspach, who is returning to the Chamber, will be taking over for her. Jeannie Sumner will assume the role of CEO / President of the Chamber on March 21st.

Minutes: **Mark Watson made a motion to approve the minutes from the February 10, 2022 regular meeting. Chris Whitman seconded the motion.** Motion passes unanimously.

Vote On Board Officers: One year term that begins at April meeting. There are currently 3 nominees for 3 officer positions. There are no new nominees. **John Lloyd made a motion to approve the officer slate of Candace Fecteau – Secretary, Chris Whitman – Chair, and Mark Watson-Treasurer. Pam Sheppard seconded the motion.** Motion passes unanimously.

Executive Director's Report: Amy reported

- City of CBTS is reviewing their 2022-23 Budget. Pre-Covid, Visit Carmel was receiving \$120K a year from the City. The City reduced that allocation to \$100,500 during the pandemic. It is recommended that the Board go back to the City and request they return the allocation to the

pre-pandemic amount of \$120K. Board discussion followed regarding amount of requested allocation. Amy agreed to do some research and get back to the board with her findings.

- Insurance renewal has begun and is due by May 2022.
- MCHA Awards Gala is April 8th. Amy mentioned reserving a table if we could get enough interest in attendance.
- Jeanie Sumners will assume the position of Carmel Chamber CEO/President late March.
- Amy consulted with the DMO of the Truckee/Tahoe regarding their award-winning Destination Stewardship program. Amy feels this would be a good thing to tie into the MCCVB 5-year plan. The Ad-Hoc Committee met. Agreed to a narrow scope, keep message friendly, customize the program to fit our village and partner where possible with local groups. Start small and build on the program. The next steps are to appoint additional people to the Committee to include a resident and someone from the sustainable community; continue to hone the short and long term goals; and audit stakeholders to determine what things are already being done and possibly morph the Carmel Clean and Safe Commitment into the DS program. Finally, the committee will review the “Love Carmel Like a Local” to better define what that means to the DS program.
- Stakeholder Communication eblast went out.
- The RID committee is prepping for the CRID renewal in 2 years by having one on one meetings with the restaurant stakeholders.
- Amy is reaching out to the Wine Walk tasting rooms to set up a meeting for April 26.
- Ongoing fact checking of the Visit Carmel website for content.
- Community Relations include meeting with the new ED of the MCHA and Carmel Chamber.
- Updates on the Culinary Week and Meet the Makers event. Culinary Week potential partner with Alaska Airlines and Sunset Center. Meet the Makers is working with Randy Tunnell to showcase his Carmel Artist portrait series during the event.
- Airport Update – rising fuel prices have paused the new market announcement. Bookings are strong. Prices are up but apparently not an issue.
- MCCVB review of the February activity. A comprehensive survey is being distributed to all stakeholders as the first phase of their strategic 5-year plan. New county wide virtual trip planner is now live including a See Monterey App.
- CCTC maps are now available and feature CBTS. Distribution is 250K
- Visit CA is working on a Destination Optimization Program and partnership opportunities are still available.
- In May the Board will review a draft of the 22-23 FY Budget. There will be a CLOSED session for ED performance review. June-Approve the new budget.

Marketing and Advertising: Jeff Burghardt, Nicole Dore and Bryan Tracey reported:

- A review of the past month activity included email marketing. Digital Advertising is ongoing, 42% of the top traffic is digital media. Hotel Web traffic continues to see big demand, almost 19K clicks.
- Spring Campaign – Carmel -Work of Art includes digital and TV media mix focusing on the Bay Area, Sacramento and San Jose. TV commercial is currently in edits. The storyboard uses art that comes to life using local artist, Delia Bradford.
- Carmel Art Festival will have a TV promo and will include a sweepstakes component. 15 on air spots on NBC Bay Area. The Festival is May 13-15. Artists will arrive Wednesday and Thursday and start painting. The Festival is currently looking for restaurant sponsorships for Friday Welcome. Ad space in the flyer is available at \$350 a placement. Visit Carmel is revamping the website to include the Art campaign.

- Fly Market Campaign – Jeff secured a full-page ad and digital ads on the website in Texas Monthly. Story and photos will be added to the site. This May Campaign expected to reach 33.8M. The current Fly Market Campaign goes through April. The airport will add to our current budget to amplify specific markets. Five of the fly markets are in the top 15 pages on our site and the CTR is 9x the industry average.
- RID Marketing working on updating the digital ads. The carousel dynamic ads have been reconfigured to give more equitable coverage to all stakeholders. Engagement is good and the CTR is above industry average.
- Culinary Week and the Wine Walk have used the Bandwango app. Hoping to morph the Bandwango app into a web based app to improve look, lower cost and improve function.
- Efforts are on-going to update the photo gallery. There is a YouTube channel available to access Visit Carmel video assets.

Public Relations and Social Media: Dani Hannah and Angela Rudolph reported

- Recap of February activity. Abbi Agency attended the IMM Conference where they talked to over 60 journalists about CBTS. There were 3 national media placements in February.
- Social Media focused on arts/culture/passageways. Noel Burgess, an influencer, provided great coverage and engagement. FB performed well and IG had a 1.3% increase in followers. Mark Watson suggested we compare YOY not past month to get a better gauge on growth.

Financial Report: Mark Watson reported at the end of February Visit Carmel had \$1.086M in the bank. The TOT for the Nov/Dec period was budgeted at \$168K and came in at \$221K. The most recent bi-monthly reporting was \$10K short of budget. YTD, we are over budget through February. PR expenses were \$11,500, we budgeted \$14,200. Marketing we spent \$44K, we budgeted \$109K. YTD, marketing is \$165K under budget which we attribute to changes in our marketing strategies due to the mask mandate and a delay of our Bay Area TV buy. Sales and Promotion has large underspend because we are still holding the funds designated for the Destination Steward program. Event Production also has a \$48K underspend because we canceled the Culinary Week activities. Visit Carmel has \$209K positive cash flow. We are currently \$248K ahead of projected cash flow YTD. Mark believes we will maintain market share up to 2024 and then people are going to explore their missed options.

Additions to the Agenda: Thanks to Pepe from the Board for his leadership and service to the Board.

Meeting Adjourned at 4:01pm