



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

At Sunset Center and Via zoom

Carmel-by-the-Sea, CA 93921

Thursday, April 14, 2022

2:30 PM

MINUTES

Board Members Present: Rich Pepe, Michael LaPier, Chip Rerig, John Lloyd, Greg Ahn, Carrie Theis, Chris Whitman

Board Members Absent: Mary Crowe, Mark Watson, Candace Fecteau, Pamela Sheppard

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Tim Twomey, CRA (Virtual); Abbi Whitaker, Dani Hannah and Angela Rudolph, Abbi Agency (Virtual); Greg Carson, Jeff Burghardt, Nicole Dore, and Bryan Tracey 62Above (Virtual); Ken Spilfogel, Flahertys (Virtual); Lynne Allenspach, Carmel Chamber of Commerce; Lindsey Stevens, MCCVB; Richard Cerame, resident.

Chris Whitman called the Meeting to order at 2:30 pm.

Public Comment:

- Ken Spilfogel provided an update regarding the parklet removal occurring by April 20th. His concern is the possible spread of variants as well as the community reaction to the removal. He expressed his disappointment with the decision to have these removed and that compromise did not occur.
- Carrie Theis announced a May 12th 75th-anniversary celebration at Hofsas House beginning at 5:00pm
- Lynne Allenspach announced a need for volunteers at the Chamber of Commerce.
- On behalf of the board, Amy Herzog presented an achievement award to Rich Pepe for his service as Chairman of the board for 2019 till this month. Appreciations on both sides were expressed. Pepe indicated his confidence in the board moving forward.

Minutes: John Lloyd made a motion to approve the minutes from the March 10, 2022, meeting. Pepe seconded the motion. No discussion. Motion passes unanimously.

MCCVB Report:

Lindsay Stevens from the MCCVB provided her quarterly update.

Q3 Highlights: Campaigns Still running

- All in Group meetings campaign
- Carmel Beach "now is the moment" is back in the rotation

- Luxury Campaign and Responsible Travel Campaign

Other items:

- Blog itinerary from Amy Herzog
- 33 appointments in New York with media for spring and summer travel
- Satellite media tour – spring travel nation campaign
- 4 media into market
- ABC placement with Rich Pepe
- Earned media 632 million impressions
- AVE \$1.2 million

Current initiatives:

- Strategic Planning 5 year plan.
 - Participation is appreciated
 - Plan to be finished around September
- Launched virtual Visitors Center
 - Suggestion to download the app and provide any feedback if appropriate
 - Uses Geolocation to assist with suggestions for users.
 - Discussion of some of the capabilities of the app

Upcoming collaborations:

- Culinary: Ties to the agricultural section of our county as well as wine areas in the county
 - Michelin Guide push for California (Visit CA to cover 50%) looking for other areas for funding
- Geofencing campaign will discuss responsible travel as well as see Monterey app download
- Amy Herzog asked to join BOD of MCCVB
- Rob joined the Visit Carmel Destination Stewardship task force.
- Lindsay emphasized that the community has to be part of the conversation

Executive Director's Report: Amy reported

- City FY budget Requesting funding back to pre-covid levels of \$120,000. Currently \$100,500. City Council budget meeting will be on May 3rd.
- D&O insurance 9% increase over LY
- Per member request, all Board meeting reports are posted
 - carmelcalifornia.com/boardreports PW: BOD2022
- Amy confirmed that she has been asked to apply for the Carmel seat on the MCCVB Board. Indicated she will apply with no objections noted.
- Two additional members added to Destination Stewardship - Sara Zirkel and Paige Viren both live in Carmel. Meeting is set for May 11.
- Looking ahead for RID renewal. Currently we are 3 years into 5 year term – prepping for this to move forward
- Visit Carmel has been working closely with SCC and with Pac Rep for promoting performances
- Tear pad maps are being updated.
- Discussion of rates with the RID assessment - needs further discussion but suggested that increased assessments may be in order moving forward

Community relations: Visit Carmel presented a certificate to David Marzetti for his 20th anniversary with his radio show on KION.

Wine Walk update:

- More than 2200 passport downloads and 1088 check-ins/redemptions at tasting rooms.
- See this as an asset for use with media
- Wine Walk Domain is still owned by the previous LLC - they will be forwarding that and it will be gifted to Visit Carmel.
- The annual meeting is set for wine tasting rooms on April 26 to recap the year.

CRID update:

- Anthony Carnazzo re-elected as chairman
- Three new Committee members: Gabe Georis/Joseph Marin/Gian Pepe
- Lots of activity coming up with new restaurant openings

Michelin Guide:

- RID decided they are in for \$5,000 with deliverables
- Believe there is value for the culinary scene.
- Rich Pepe asked if this was a done deal or up for discussion. Lindsay indicated that it was decided.

Culinary week:

- Looking for tech solution with web provider
- Alaska Airlines has been approached about being a sponsor
- Possible change of dates to Spring, maybe in conjunction with other culinary events in the county.

Other Events:

- Showed a new logo for Carmel Art Festival.
- Retreats are coming back including Anna Rhodes Art retreat and Jeff Galloway possible reschedule running retreat for October
- Meet the Makers - Reserved the banner poles for that time period. New idea to use these poles when Empty to tie in art in Carmel in general (possible evergreen promotion)
- The second Saturday Carmel Art Walk is on for the time being.

Airport update:

- Provided letter of support towards possibly obtaining a new carrier in the air service development efforts.
- Airport focusing on the SEA market with Alaska Air, maybe bringing a second flight for summer.
- Fly market campaign still running through April

CCTC/VCA:

- Amy Herzog stepping into President position for one year term.
- The digital optimization program currently running
- State is leaning into international marketing with Mexico and Canada

Meetings upcoming:

- Next meeting May 12 - review draft FY 22 -23
- June 9 - approving the budget
- July 14 - new FY planning

- Question from Chris Whitman about the tear pads printing schedule - how often are they updated? Amy responded that they are updated as needed. May consider a smaller run as solo many hotels and restaurants are either going through remodeling or opening later this year.

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

Jeff Burghardt began update on new brand campaign – “A Work of Art”: with the new TV commercial being played. Everyday is a work of art/ discover the inspiration/ explore the whole canvas. Overview of the new “A Work of Art” - landing page

Media:

- Digital - Google, Facebook, Instagram, YouTube, Hotels.com, Expedia, VRBO
- TV - NBC bay area, ABC bay area, KCRA 3, NBC Spot on. Focusing on Bay Area and Sacramento.
- Sweepstakes for Carmel Art Festival including commercial and digital ads. Horizon Inn being highlighted in this sweepstakes
- Refresh to Carmel Art Festival Graphics

Results:

- 51% + is digital media
- Web referral and ROI current 20,810 - compared to next best 2017

expedia.com performance -

- Conquesting adds with Geo-targeting: Santa Barbara, Monterey, Napa, Sonoma, Santa Rosa, SLO, SF, and San Jose
- Room nights 1400
- Bookings \$496,6000 in gross bookings
- ROAS - \$37.5 (was \$8.00)
- Last-minute booking lead with 22.5% of bookings
- 1 - 2 day stays at 81.1%
- International Co-Op running from May-Sep raised for discussion. Would it be a good investment of Ad dollars. The point was made that international travel is coming back strong. It may be a smart spot to be in, even considering OTA versus direct. May be worth having both campaigns in the mix moving forward. Consensus to move forward with the international co-op opportunity.

Rich Pepe asked about day-trippers and the impetus for them to stay overnight. Do the OTA assist in this effort. Will the international ads help us in capturing international travelers coming into Carmel via our drive market. The consensus was that this buy will assist in last-minute bookings.

Adding Texas Monthly both print and digital.

Brian Tracey presented results for all fly markets

- .96% CTR 9x over average
- Added investment for SEA brought that market to #4 of all web pages
- Dallas 8, San Diego 9, Denver 11 and Phoenix 12

Restaurant marketing

- RID campaign dynamic adds
- Geo-targeting

- Demographic 25 - 64 \$150k +
- Local and Drive market campaigns
- Seeing growth across all restaurants from Jan-Feb to Mar-Apr
- RID agrees to a new website, passport for Culinary Week and Wine Walk

Public Relations and Social Media:

Dani Hannah provided an update on March PR efforts

- Spring Activities in the Village
- Highway 1 Tank - speaking to increased gas prices, and how to still take road trips
- Art Festival
- Texas Monthly
- Verified Clean Air

Media Placement - The Mercury News

Looking ahead -

- Mindfulness
- Clean Air
- An artist's haven
- Culinary Scene push

TikTok for DMO - provides an immersive, aspirational, experience for the younger target audience. We need to control the narrative by having a presence.

- Opportunity - Costal Grandmother being picked up by major news sources. The site is about lifestyle and aesthetics. Simple but romanticized life represented. Visit by the influencer to help promote Carmel. Definitely for Gen Z audience striving for this particular aesthetic.
- Idea is to get going on TikTok, capturing followers quickly and possibly some media.

Angela Rudolph presented a social media update

- March has a bit of a dip but this is seasonal
- Seeing increases in April already
- April focuses on passageways, arts and culture, and spring in the village
- Plans for new art for May
- While there was a small dip for March, showing an increase in engagements for Q1 on FB and Instagram.

Rich Pepe asked if TikTok is within our current budget. These discussions have not occurred, but we can discuss them further at the next visit by Abbi Agency.

Financial Report: Mark Watson was not available to report. Amy Herzog reviewed the March financial statement. Discussion regarding funding was postponed to the next meeting.

Additions to the Agenda:

TikTok discussion

Ad and PR agencies attending the next meeting in person

Meeting Adjourned at 4:27 by Chris Whitman