



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

At Sunset Center and Via zoom

Carmel-by-the-Sea, CA 93921

Thursday, May 12, 2022

2:30 PM

MINUTES

Board Members Present: Rich Pepe, Chip Rerig, John Lloyd, Greg Ahn, Chris Whitman, Mary Crowe, Mark Watson, Candace Fecteau, Pamela Sheppard

Board Members Absent: Michael LaPier, Carrie Theis

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Tim Twomey, CRA (Virtual); Abbi Whitaker, Dani Hannah (virtual), Liz Bowling (virtual), Ashley Behre (virtual), Thaison Kawai (virtual), David Bunker (virtual), and Angela Rudolph, all from The Abbi Agency; Jeff Burghardt, Nicole Dore (virtual), and Bryan Tracey (Virtual), all from 62Above; Ken Spilfogel, Flaherty's; Jody Hansen, Carmel Chamber of Commerce; Ashlee Wright, City of Carmel; Hella Rockwell, Carmel Art Festival; Suzanne Gravelle, CARS (virtual); Elana Kline, Sunset Center.

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

Public Comment:

Suzanne Gravelle indicated that she is seeing an increase in group/corporate bookings coming through for this summer.

Chris Whitman gave some specifics on remodel/rebranding of The Getaway and The Hideaway

Minutes: ***Motion to approve*** minutes from Rich Pepe. Seconded by Chip Rerig. Passed unanimously.

Financial Report: Mark Watson

- YTD - Bank Balance \$963,473
- Ahead roughly 80,000 K in revenue YTD
- Public relations showing under by approx. \$10,514 YTD
- Marketing showing under approx. \$34,636 YTD
- Sales and promotion Under approx. \$59,421 YTD
- Administration over approx. \$4,819 YTD
- Total cash flow 153,860 (170K with additional deposit) to the good.

New Budget considerations:

Taking into account the potential trends good and bad, comparing past years numbers, looking at the city's budget being somewhat conservative. It all was coming up too subjective. Decided to use a 10-year period for forecasting. Opted to stay around the 4.2 % historically used for forecasting.

TOT projection at \$7.7M

TOT - City projected at \$6.7M

RID forecast set using historical percentage per period of approx. 3.5% of TOT.

Overall coming in at \$1.9 M for revenue for 22-23.

Some discussion regarding current trends.

Chip raised the issue of a reserve fund as we trend with positive cash flow. Discussion of a savings account to be set up for a \$ amount or % to be held in reserve. We would accumulate only to the set point decided upon (e.g. 10%), to be reevaluated every year. To be written up and voted in the next meeting. The general consensus is for a set amount.

No unexpected expenses showing in the 22/23 budget. Showing slight increases based on expected revenues.

Market Share comparisons were discussed. Carmel trending around 3rd in RevPAR as compared to comp set. Seems to be a good place to strive for. Discussion of ADRs falling back during 2023.

Executive Director's Report: Amy reported on Destination Stewardship. Reports from the recent meeting, indicate good progress but are not ready to be publicly presented.

Destination stewardship is becoming more expected of destination areas. We are a small destination so we need to scale accordingly, doc will remain fluid as this plan further develops. Assuming the budget will be sufficient for this fiscal year.

Stakeholder Communications

- Promotion of Work of Art campaign
- Wine Walk
- Promoting SCC and Pac Rep
- Content gathering for social media

Wine Walk

- All tasting rooms will renew for this year
- Fees will remain the same
- TM license renewed
- Cross-promotion between Wine Walk and meet the makers

CRID update

Parklets off the street – information has been updated - search engine improved for use

Collateral materials

All to be reprinted. We have modified printing numbers to accommodate for upcoming changes.

MCCVB- Update on County promotions and economic impact

Upcoming

June 9, 2022 approval of Budget

July 14 New Fiscal Year

Airport update to be provided at next meeting

Public Relations and Social Media:

Ashley Behre introduced herself as a new part of the team as well as Thaison Kawal and David Bunker. Liz Bowling and Dani Hannah presented April results.

Messaging

- Mindfulness by the sea
- Carmel Cares – Rollout plan for Certified Clean Air program
- Carmel Art Festival

Deliverables

- Texas Monthly sponsored content
- Costal Grandmother FAM (Tik Tok initiatives) results are still being tracked
- Amanda Boulding FAM – videos very organically generated

Live with Kelly and Ryan - Discussions are occurring

April 3 media placements: SF Bay Times, Conde Nast Traveler, Texas Monthly

Outline of stories being considered for near future

Angela Rudolph discussed social media. Showing increases in impressions, engagements, and total audience. Currently collecting new content. Focus moving forward will include videos as they draw higher engagement rates. Stories on both IF and FB will be a focus

New Content Strategy: Best Kept Carmel. Pulls everything together, food, wine, events. Attempt to extend stays through aspirational exposure planning.

Improvement to Blog

- Highlight lesser-known trip ideas
- Feature brand pillars
- New cadence keeping the information fresh
- Driving millennials

Target audience - Drive and Fly are still pillars

Millennials, Gen X, and Baby boomers to be targeted

Incorporating all initiatives within PR and Social media campaigns

David and Thaison detailed Best Kept Carmel campaign including a four-part video series. Align with work of art and wine campaigns, i.e. The Color, The Sound, the Flavor and the Feel of Carmel. Logistics and timeline discussed.

Marketing and Advertising: Jeff Burghardt and Bryan Tracey reported:

62 Above marketing update.

A Work of Art campaign
Carmel Art Festival – TV promotion and contest
Media Mix began April 4 – May 15th.

With initiatives home page up approx. 15%

“A work of art “ Video Series- 15-sec videos to support the campaign. To be used on the website as well as paid media

Showing increases in all campaigns above industry averages.

Pamela Sheppard raised discussion regarding capturing extended stays. Fly Market Campaign may be instrumental in assisting with this effort.

Proposed to ask Michael LaPier for airline statistics on visits, length of stay, etc.

RID advertising results for local targeting. Results also above industry standards.

Upcoming projects

- Culinary Week and Wine walk
- Website re-design

Additions to the Agenda:

Chris asked for additions - none

Meeting Adjourned 4:29 pm for Closed session

Closed Session:

Discussion of Amy Herzog’s review

- Amy prepared document showing scope of services of original agreement including the measurable goals.
- Additionally new goals for the upcoming year as well as possible challenges moving forward were summarized.
- Amy discussed some of her successes and where she was disappointed or wanted to see improvements.
- Salary Adjustment is at 4.2% COLA.
- Chip Rerig offered his compliments for a job well done with the remainder of the Board expressing agreement with this sentiment.

Closed Session Adjourned 4:45