



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

At Sunset Center and Via zoom

Carmel-by-the-Sea, CA 93921

Thursday, August 11, 2022

2:30 PM

MINUTES

Board Members Present:

Board Members - Mark Watson, Pam Sheppard, Chip Rerig, Carrie Theis, Michael LaPier, Greg Ahn, Mary Crowe, Chris Whitman (virtual) Candace Fecteau (virtual)

Board Members Absent: John Lloyd

Also in Attendance: Amy Herzog, Visit Carmel; Rob O'Keefe and Lindsey Stevens, MCCVB; Hella Rothwell, Carmel Art Festival; Tim Twomey, CRA; Lynne Allenspach, Carmel Chamber

Chris Whitman, Chair, called the Meeting to order at 2:33 pm.

Public Comment:

- Hella Rothwell – wanted to introduce the new Carmel Arts magazine. She wants to make sure all hotels are aware of the new publication and that all hotels and businesses know they can obtain them to present to visitors. They are published quarterly. Meet the Makers ad is included in this publication.

Minutes: *Motion to approve* minutes from July 14, 2022.

- Motion by Mark Watson
- Seconded by Pam Shepard
- Motion approved unanimously

Board Nominations:

- 9 members - 6 represent hotels, 2 represent restaurants, and 1 represents the city
- The term is 3 years
- This upcoming November, three board seats are expiring their term. Those seats are currently occupied by Candace Fecteau, John Lloyd, and Mark Watson.
- Nominations were submitted for Candace and Mark to serve for an additional term. Carrie Theis has been nominated to fill John Lloyd's seat as his term is expiring. Nomination also was made for Mike La Pier to continue serving as an advisory member (appointed annually).
- Chip Rerig nominated the entire slate; Mary Crowe seconded.
- Passed unanimously

Monterey County CVB TID Update:

Rob O’Keefe presented:

- Discussion of moving forward with regard to the destination marketing.
- Monterey is a world-class destination with a second-class budget.
- There is a need to improve and become more competitive with other local markets.
- The budget per room is significantly lower than most other markets coming in at \$640 per room. Napa & Sonoma range between \$1,100 to \$1,300.
- Opportunity to grow.
 - Currently, Monterey is primarily a drive market destination.
 - Overseas travelers, business market & fly market have a much greater spend than the drive market.
 - Monterey Bay Aquarium stepping into a co-op with Monterey County.
 - South County cities also coming on board.
- MCCVB TID Committee proposing new TID assessment tiers - \$1.50 standard/\$4.50 Full Service/\$7.00 Luxury (replacing \$1 and \$2 current rates)
 - Discussion of where additional funds will be placed.
 - Sphere of marketing research - Media reach into Midwest and East coast
 - Meetings & Conference - Expand sales team, focus on corporate/tour & travel
 - Event attraction & promotion - Program to attract events
 - Air Service Development - Dedicated budget, strategically proactive
 - International marketing - Multi-country sales
 - Luxury initiative - Expansion of 2-3x for sales and marketing program
 - Sustainable travel – ongoing paid media campaign
 - Efforts to increase the length of stay versus trying to get “more visitors”
 - Discussion about how these increases affect Carmel Hotels
- FY 2021/22 recap and updates – presented by Lindsay Stevens
 - Prioritize high value travel
 - Rebalance the visitor mix
 - Sustainable messaging continuation
 - Hosting Visit California Global Influencer Advisory Board
 - Staying at La Playa Carmel and experiencing a Carmel Food Tour

Monterey Regional Airport:

Michael La Pier provided an update.

- Welcome letters sent to American Airlines, Southwest, and Flair Air.
- Looking at the possibility of a phone data share.
- Lots of excitement from American airlines regarding increased travelers.
- New outdoor seating area available at American Gate. After security check.
- Looking to work with MST. There is still a missing piece for visitors to get to and from the cities.
 - Shuttles/public/ride share/on demand?

Executive Director Monthly update:

Presented by Amy Herzog.

- Community Relations discussions about the airport name as well as Concours D’Elegance.
- Destination Stewardship
 - Regrouped after the last meeting after some disagreement with messaging
 - Looking that “Love Carmel Like a Local 2.0” may work for our needs.

- Seeking match for Brand. Message, Sentiment, Audience
 - Next steps at Meeting set for September 9
- Meet the Makers for October 8, 2022, Centered in Devendorf Park.
- CCTC (of which Carmel is a member) granted a matching grant from Visit California at \$60,000.
- Meetings with VCA rural marketing in SAC to facilitate collaboration among the regions in an effort to leverage VCA marketing work plan
- Timeline/Advance Planning
 - Oct 12 BOD meeting
 - Close nominations – vote to approve board members
 - 21-22 annual report
 - November – New Board member's terms start
 - Midyear budget review
 - December Meeting - Changed to December 1
 - Appoint CRID committee

Marketing and Advertising:

Jeff Burghardt and Bryan Tracey reported:

- A work of art Campaign – video series
 - Art of the Plate - running
 - Masterpieces served by the glass - running
 - Natural Beauty - running
 - A Work of Art - running
 - Paint your own love story - adding
 - Exploring the whole canvas – adding
- Performance
 - Impressions 282,630 average CTR 0.34%
 - Engagements 183,525 - View rate 42.43 (average 22%)
 - Google/YouTube
 - View rate 62.17 (average 22%)
 - Facebook/Instagram
 - View Rate 40.64(average 22%)
 - July Eblast (focused on mid week stays)
 - 1.697 clicks
 - Expedia International co-op
 - \$47,000 ROI
 - Digital Advertising Conversion – Hotel Web Referral
 - 3.2% conversion
 - ROI \$5,721,809 (\$420 ADR x 1.9 LOS)
 - Fly Market Campaign
 - Dallas, Seattle, Phoenix – current
 - Moving to all markets with MCCVB Carousel
 - 1.01 % average .10 CTR
 - Dallas & Phoenix lead in metrics
 - ROI \$24,847.55
 - RID advertising 1.26% CTR
 - Marketing Objectives
 - Increase Midweek and off-season room nights
 - Promote world-class destination image

- Build audiences and expand return visitors base
- Integrate all efforts, marketing advertising PR & Social
- Marketing Strategies
 - Target the primary Drive & Fly markets
 - Attract more upscale, educated, and conscientious visitor
 - Expand the visitor experience
 - Increase engagement to generate an emotional connection
 - Looking at a 10% increase in engagements and referrals est. increase of 10% ROI

Public Relations and Social Media:

Abbi Whittaker and Dani Hannah presented. The cohesiveness of collaboration with 62 above discussed.

- Media Placements
 - HGTV
 - Conde Nast Traveler
 - Fox News
 - Washington Post
 - 64 earned media Placements
 - Local 6
 - Regional 30
 - Flight market1
 - National 27
 - Backlinks to website 32
 - Social shares 34.4K
 - Influencer visits 11
 - Combined estimated coverage views 2.7M
- Social Media Overview
 - Increase in impressions by 5%
 - Increase in engagements by 19%
 - Audience growth of 1%
- Goal Setting - Earned Media
 - Reach key drive and fly markets
 - Goal is 4 placements in flight markets
 - 35 regional placements showing 25% increase
 - Key Message pull through in each piece
 - Stewardship – local media highlighting
 - Promotion of packages
 - Increase domain from 67 to 68

Financials:

Mark Watson presented.

- Good asset level at \$1.093M
- Revenue is ahead
- PR is \$13K underspend
- Marketing \$15.6K underspend
- Total expense down \$30K
- Revenue up showing us \$52K ahead of budget

Additions to the Agenda:

Where can additional funds be used by the Agencies as we project robust numbers and we are currently running below budget? Item to be further investigated by both agencies for additional spend.

Mid-year budget review for November 10, 2022.

Meeting Adjourned at 4:44 PM