



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS MEETING

La Playa Hotel – Garden Room

Carmel-by-the-Sea, CA 93921

Thursday, July 14, 2022

2:30 PM

MINUTES

Board Members Present: Chip Rerig, Mark Watson, Candace Fecteau, Gregory Ahn, Carrie Theis, John Lloyd

Board Members Absent: Chris Whitman, Pamela Shepard, Rich Pepe, Mary Crowe, Michael LaPier

Also in Attendance: Amy Herzog, Visit Carmel Executive Director; Tim Twomey, CRA; Dani Hannah (virtual), Liz Bowling (virtual), Angela Rudolph (virtual) Cassandra Taloma, (virtual), all from The Abbi Agency; Jeff Burghardt (virtual), Nicole Dore and Bryan Tracey (Virtual), all from 62Above; Ken Spilfogel, Flaherty's; Hella Rothwell and Ellen Wilson, Carmel Art Festival; Suzanne Gravelle, CARS (virtual); Scott Harrison (virtual), John Newkirk (virtual) both from Pacific Repertory Theatre, Ashlee Wright, City of Carmel; Elana Kline, Sunset Cultural Center; Alissandra Dramov, Author/City Council Candidate

Mark Watson (acting Chair) called the Meeting to order at 2:33 pm.

Public Comment: Season Program for Sunset Center has been announced. Carmel Arts Festival wanted to share synergy between retail gallery spaces and the visiting artists and their efforts to capitalize on that. Carmel Arts is a new (revised) publication, Higher end publication focusing on arts in Carmel. This will be published 4 times a year. Want to make sure they are operating effectively with all hotels and restaurants, not over delivering issues. Want feedback on who wants this publication for their businesses as well as how to make this a valuable tool for all Carmel businesses.

Minutes: ***Motion to approve*** minutes from June 9, 2022. Chip Rerig motioned, seconded by Greg Ahn. Passed unanimously.

Executive Director's Report: Amy Herzog

- Stakeholder Communications – monthly eblast went out, highlighted some to the national media. Promoted SSC new season. Discussed new restaurants that have opened or will be opening. Covered new wine walk as well as new 2 new additions to those participating.
- All new collateral has been printed and distributed
- RID meeting – recapped the decisions re: Carmel Culinary Week
 - Agreed on objectives
 - Leaning toward 10-day event

- Friday after Memorial Day weekend would be the planned dates
- New ideas for events including a kick-off party option.
- Vintners' association thinking of changing Winemakers' Celebration to coordinate with culinary week dates Saturday, October 8
- Central location to be in Devendorf Park with Randy Tunnell's portraits of the local artists displayed. This will be where the tickets for the wine glass will be redeemed as well as all pertinent information provided here.
- Visit Carmel will provide all signage and branding and promotional support.

MCCVB Update:

Inside Monterey – where they will feature local businesses. Greg Ahn and his wife Madigan featured in the most recent issue.

CCTC Update:

- Matching grant that we applied for. Amount of grant back to \$60,000.00 for local support of smaller more rural areas. Amy Herzog is preparing and submitting the application.
- New Map
- Co-op digital marketing programs for members

Next meeting in August – opening for Board Member nominations

Goal Setting for next fiscal year.

No meeting in September

October 13 next meeting

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

A Work of Art Campaign continuing with new Social Media placements and new video shorts

- Work of Art Video Series
- Started with Art of the Plate
- Masterpieces Served by the Glass

Digital Ads performance

- Google - CTR 0.26% (average 1.0). View Rate 62.17% (Average 22.00%) both above average
- Facebook/Instagram - CTR .91 (average .90). View rate 44.68 (average 22%)
- Engagements are doing well
- E-newsletter opt-in list of approx. 75,000
- Biggest click area – “find your perfect location”

Expedia international campaign focusing on Canada, UK, Germany, Mexico, France, and Australia

- Total bookings 61K which equates to a return on ad spend of 7.4

Bryan presented an Update on Digital ad spend - on pace to meet last year

Destination Stewardship

- Examining different graphics - Logo Marks – narrowed down to two options
- Looking for initial impact - wanting to emphasize kind and care but also including “village”
- Some discussion about preference

- Moving forward we will focus on in-market marketing as well as website. Following later with collateral and advertising
 - In market – banners, window cling, display case maps, city signage.
 - Website – under development hitting story, responsible travel, FAQs, spread the word (Social Media), & Swag.

Fly Market Campaign – In order to stay in front of the high-value market year-round, selected Dallas, SEA, and PHX during high season, going back to all markets during the remainder of the year.

- The performance continues to exceed industry standards by about 9X

RID Digital Advertising update – performance meets industry standard

Website redesigning and planning – focusing on mobile-first web planning strategy

Public Relations and Social Media: Liz and Dani reported.

Content experience update

- Blog – The timeline and strategy for the consumer blog (to be called *Best Kept Carmel*) is being revamped:
 - Tapping into new demographics (particularly Millennial traveler)
 - More consumer facing
 - Increase frequency and connectivity
 - Including destination stewardship as main theme
 - Bring rich stories to life (using taste, smell, touch, sight)
- Story of unexpected experiences and the people behind those sublime moments.
- Target audience
 - Geographically: prime markets and targeted fly markets
 - New persona : millennial travelers
- Abbi Agency provided Blog Examples provided to allow for a general look at how the visuals and videos will appear
- Timeline: Current approve the final concept
 - September October – video series production
 - November – campaign launch
 - Nov 22 – June 23 campaign live and in market – continuing with new content.
- Video Pieces of the content experience
 - Keepers of the Forrest Theater – sight themed
 - Terroir Tastemakers – Taste and smell
 - Wellness pathfinders – movement/sound
 - Coastal Artisans – Touch
- Agency plans to finalize talent selection for videos in the next phase
- Social media ideas in development - ways of repurposing videos and ideas to capitalize and expand on the campaign
- PR integration
 - 2 FAMs
 - 1 Press release
 - 1 Texas Monthly Itinerary Article
 - Incorporating the pitch themes of Best Kept Carmel

- Full scope of the project is \$45,000.00. Already budgeted.
- Abbi Agency asked the Board to make some decisions on the final content and direction of the campaign.
- Discussion and questions
- Ways to expose visitors to this when they are in town

Chip moves for approval. Mark seconded.

June PR Recap was made available via email for review.

Budget and Financial Report: Mark Watson

End of the fiscal year recap

- \$1,143,194 in total assets
- Expenses under projections by \$102K for fiscal year
- Netted \$740K versus \$533K

Market Share report

- Comp Set report thru March-April bimonthly period
- Occupancy being highest and average rate being 2nd to last may indicate that Carmel could push rate which would improve our RevPAR bringing us closer to comp set. Suggested that higher rate also brings longer stays for visitors and visitors that spend more throughout town.

Additions to the Agenda:

None

Meeting Adjourned at 4:47 PM