



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)
VISIT CARMEL
BOARD OF DIRECTORS SPECIAL MEETING
At Sunset Center and Via zoom
Carmel-by-the-Sea, CA 93921
Thursday, January 15, 2022
2:30 PM

MINUTES

Board Members Present:

Pam Sheppard, Horizon Inn; Mark Watson, Inns-by-the-Sea; Chip Rerig, City of Carmel; Mary Crowe, La Playa; Carrie Theis, Hofsas House; Chris Whitman, PaliSociety; Amy Herzog, Executive Director. (Virtual) - Board Members: Greg Ahn, Folktale; Rich Pepe, Pepe International; Candace Fecteau, Tradewinds Inn

Board Members Absent: Michael LaPier, MRY

Also in Attendance: Elana Kline, Sunset Center; Lynne Allenspach, Carmel Chamber; Tim Twomey, CRA Jeff Burghardt & Nicole Dore. (Virtual) - Lindsey Stevens and Leslie Chavez, MCCVB; Abbi Whitaker, Liz Bowling, Ashley Behre, Alli Williams, Brittany Bober, The Abbi Agency.

Pam Sheppard called the Meeting to order at 2:30 pm.

Public Comment:

Update re: shuttle for AT&T Pro-Am from Lynne at Carmel Chamber.

Minutes - Mark Watson made motion to approve Minutes from November BOD meeting, Carrie Theis seconded. Unanimous approval.

Closed Board Meeting update:

Two closed meetings on Dec 1st and Dec 15th ended with a recommendation made to hire Burghardt+Dore as our dedicated Marketing Agency with a \$165,000 annual retainer, plus projects as needed.

Motion to approve the Closed Session action - Chip made motion, Mark seconded. No objection.

Amy Herzog updated us on the progress of the transition. Email sent to 62Above regarding 30 day cancellation of our current contract. Our agreement stipulates that Jeff Burghardt and Nicole Dore lead

our account so with Jeff and Nicole's departure our contract is essentially null and void. Input from Jeff indicates that 62Above is supportive of the transition moving forward. 62Above will still be used for media placements through June. Service agreement for Burghardt + Dore is being finalized. New modified budget will be presented for approval.

Executive Director's Report: Amy Herzog reported:

CRID Committee is a committee nominated by the Board.

2023 Nominees:

Anna Bartolini, La Balena

Anthony Carnazzo, Stationaery

April Montgomery, Links Club

Gabe Georis, Barmel and La Bicyclette

Gian Pepe, Little Napoli and Vesuvio

Jeff Ottoboni, 7th & Dolores and Roam

Ken Spilfogel, Flaherty's

Monique Black, Chez Noir

Sarah Kabat-Marcy, Cultura

Motion to approve by Mary Crowe, Pam Sheppard seconded.

Unanimous approval.

Financial Report

Financial report presented by Mark Watson

Revenue better than expected from Hotels. \$330K vs 290K Budget

PR – 91K YTD – Budgeted \$120K (we will catch up)

Marketing \$436K vs \$476K budgeted

We are 164K ahead of budget

Market Share:

- RevPAR
- Carmel improved RevPAR \$265 to \$283 YoY
- 7% increase

- Occupancy
- Carmel at 79% - Highest among comp set although slight decrease YOY
- Monterey had the biggest % increase of 8%

- ADR
- Increase YOY 7% \$334 to \$359
- (When Carmel's new properties come on line – expectation is significant increase in ADR)

Investment policy

Amy presented and Investment Policy for approval. Just a basic parameter setting policy to provide some guidelines for funds invested by Board. Provides for an Investment Oversight Committee which would make recommendations and reports to the full board for approvals.

Motion to approve Chip Rerig, Seconded by Carrie Theis.

Passed unanimously.

Monterey County MCCVB Report

Lindsey Stevens presenting. Introducing Leslie Chavez as temporary stand in for Lindsey during her maternity leave.

Brief update on the current weather concerns and conditions.

Mid-year highlights

New refreshed campaign – “The Moment” – Continues through the Spring

- Working on Rebrand - Expected Launch September 2023
- Fly market co-op – overview of results
- Michelin guide for 2023 – support for release of new guide as well as overall culinary based campaign
 - No new restaurants added, but held previous
 - New Michelin landing page
- Media highlights presented
- Leveraging for the destination
 - US Women’s Open will be a focus – Pro vs Pro - content highlighting capable local women as well as PGA pros
- National Plan for Vacation Day to start Book direct focused campaign.
 - Discussion re: booking direct benefits and how to present that to travelers

Executive Director’s Report

Amy Herzog presented:

Storm Communications

- Travel being updated for upcoming weather issues and Storm Communications
- Winter Ad campaign on pause
- Eblast to stakeholders
- Created local evacuee rates with 15 hotels participating shared with local markets

CRID Renewal

5-year term for initial CRID – expiring December 21, 2023

Would like to renew with:

- 10-year term
- Assessments remain at 0.25%
- Include language for a discretionary rate increase as an option during the 10-year term
 - Option exists to increases of no more than .25% up to a cap of 1% over 10 years
- Timing of approximately 5 – 7 months
- Recommended that we use a consultant for renewal as CRID is a bit more involved than the HID renewal – would cost approx. \$20K - CRID funds would pay for this.
- Agreement among Board for direction

Stakeholder communications

Advanced planning

February 9

- nominate officers
- Present revised budget

March 16

- elect officers

Marketing Update

62Above

- Winter Campaign
 - Digital - both north and So Cal
 - TV Media – greater Bay area
 - Book Direct CTA – initiative to continue to promote direct booking
 - Can we add a shop local (book local) aspect to this?
 - New Company - Conversant epsilon – providing additional data for spend in response to advertising
 - Leader in the industry for this purpose
 - Beginning End of January
- Destination Stewardship
 - Long term on-going initiative
 - Beginning at the beginning of February
 - Fully integrated campaign
 - In market messaging – Banners and signage (wood signs placed on kiosks)
 - Micro site for destination stewardship on new website – explaining the existence of stewardship and key points
 - Owned media
 - Paid media
 - Earned media
 - Custom swag
 - Creating video – hitting key points of stewardship

To implement messaging around this initiative, Abbi Agency will be supporting with:

- Love Carmel like a local press release
- Op-Ed letter to editor for Carmel Pine Cone
- Social Media posting
- In feed posts
- Stories

Abbi Agency

- Best Kept Carmel – ready to go
 - Focus on Arts, culinary and wellness
 - Production crew visited Carmel to gather content
 - Launch schedule reviewed
 - Video previewed
 - Supporting with press release
 - Tik Tok influencer
 - Pitching media with stories that align with content pillars
 - Blog designed to be evergreen and engaging
- TikTok updates-
 - We have posted two stories on Tik Tok. This will be the usual monthly cadence.
 - Original and authentic content performs best
 - Sample TikTok posts presented
 - Showing trending subjects as this is the best performance on this site
 - Try to hit 7 – 20 second “sweet spot” for posts

Additions to the Agenda:

None

Meeting Adjourned 4:54