



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)
VISIT CARMEL
BOARD OF DIRECTORS REGULAR MEETING
Sunset Center, Chapman Room and on Zoom
Carmel-by-the-Sea, CA 93921
Thursday, November 9, 2023
2:30 PM

MINUTES

Board Members Present:

Pam Sheppard, Horizon Inn; Mark Watson, Inns-by-the-Sea; Chip Rerig, City of Carmel; Carrie Theis, Hofsas House; Amy Herzog, Executive Director; Candace Fecteau, Tradewinds Inn/Stilwell Hotel, Michael La Pier; Monterey Airport; Chris Whitman (virtual), Pali Society; Mary Crowe (virtual), La Playa; Greg Ahn, Seventh & Dolores/Folktale.

Also in Attendance:

Jeff Burghardt Visit Carmel; Dani Hannah, The Abbi Agency; Suzanne Gravell, CARS; Lindsay Stevens, See Monterey; Ashlee Wright, City of Carmel.

Board Members Absent: Rich Pepe, Pepe International.

Pam Sheppard called the Meeting to order at 2:33 pm.

Public Comment:

Mark Watson mentioned the MCHA employee recognition lunch attended by over 700 people.

Minutes: Carrie Theis motioned to accept previous minutes, seconded by Chip Rerig. Passed unanimously, no abstentions.

BOARD MEMBER INDUCTION

Mark Watson made a motion to accept the slate of Rich Pepe, Chris Whitman and Lance Wills as reelected and newly elected board members as presented. Candace Fecteau seconded. Motion passed unanimously, no abstentions.

Financial Report

Mark Watson presented the financial report.

Currently holding \$1.6 M in bank.

- YTD Revenue (\$16,177) – Still waiting on \$30K payment from City.
- YTD Expenses (\$20,062)
- PR expenses \$9,309
- Sales expenses (\$14,122)
- Administration (\$1,239)
- Net Cash Flow YTD \$9.8K

Comp set comparison: Review of July-Aug Comp Set report.

- YOY Down 6% RevPar for July and August. SLO down the most at -11%. Yountville is the only destination that is up in RevPar at +9%.
- YOY Occupancy is down across the board, except for in Yountville.
- However, Yountville had the biggest reduction in ADR than any other with a 23% decrease.

See Monterey Update:

Lindsey Stevens presented Q1 Highlights from See Monterey:
New brand identity includes:

- New logo
- Fonts and colors
- New tagline
- New commercial spots, ad designs, website reskin, etc.

Tag Line - Monterey find your way here.

Earned Media

- **23** Article Inclusions
- **17/20** Average Media Quality Score
- **101.6 million** Impressions
- **11** Media Hosted

Owned Media

- 4 blog post features on SeeMonterey.com
- 5.7k Sessions on Carmel-by-the-Sea Destination pages
- 5 Inclusions in Leisure Email Newsletter

RESEARCH UPDATE

Update & Forecast

Industry

- Return to more normalized growth for domestic leisure travel despite some headwinds
- Actions aren't matching sentiments – spending on travel is still defying expectations even though consumers say they are

- Rapid 2023 growth in domestic business travel with a slight slowdown toward the end of the year due to a still-expected mild recession – full recovery in 2025 being more price conscious.
- Boost in international visitations, with international inbound travel expected to experience the strongest growth of any segment (though still far behind)

MONTEREY

- June through August in Monterey performed in the middle of the comp set
- Gave up occupancy for rate – occupancy down 4% but ADR holding steady
- Bright spot in Group - despite 11% YoY decline in occupancy, a 29% increase YoY in ADR positioned Monterey #1 in group RevPAR in the comp set

INTERNATIONAL

- [California](#) Overseas recovery is up to 72%
- Mexico and Canada are CA's top markets for visitor spending, followed by China
- Stronger European markets are supporting overseas recovery that is being pulled down by the lack of Asian markets
- U.S. authorities approved new airlift from 3 airlines in China flying into San Francisco and Los Angeles – expected to nearly double over next 6 months
- China full recovery in spend should happen in 2026
- Australia is underperforming, new focus to regain market share

FY23/24 INTERNATIONAL MARKETING

- Leveraged media co-ops in the U.K.
- Ongoing PR representation
- International media/influencer hosting Media Marketplace, tradeshow presence
- IPW in L.A. – California Plaza activation,
- Visit California Media Missions – Mexico, IMM

WEATHER & CRISIS

- Wet El Nino could mean
- Mudslides and flooding
- High snow fall and lost business
- Brand Tarnish

On the bright side:

- Possible earlier end to fire Brand tarnish season
- We've been through this so can be prepared

New Social Media Agency – Lou Hammond Group

Visitor Profile Study – Continuing

Michelin Guide – 2nd year of partnership

Executive Director Report: Amy Herzog reported:

MONTEREY REGIONAL AIRPORT | CHICAGO DIRECT

- Confirmed for meeting at AA on 12/14
- Working on a deck with See Monterey to cover tourism and marketing collaboration opportunities, group sales, new hotels, growth opportunities.
- Show strength of and commitment from the community

STAKEHOLDER COMMUNICATIONS

October E-BLAST

- Annual Report
- Call for Holiday info
- Halloween Trick-or Treating request
- Chalone Tasting Room replacing Hahn. Yes to Wine Walk
- Holiday Restaurant Grid
- Informative Restaurant Meeting this week

MEET THE MAKERS

- Best Meet the Makers yet.
- steady flow of visitors throughout the eve
- lots of locals who had never been to galleries before
- vendors pleased by turnout and interest in

Overall it was a real success. Thanks for all your hard work on this event - we had a lot of great feedback from visitors. They LOVE the event! Feedback from MCVGA - Wineries also loved it! About 375 tickets sold (vs. 340 last year)

UPCOMING MEETINGS

December Meeting - Moved to Nov 30!

- Mid-year budget review
- Reappoint CRID Committee
- Agreement w/Marketing Creative Director

January Meeting – Jan 11

- Annual Meeting at La Playa (thank you once again!)
- Year in review/Debut winter campaign/integrated mktg

Marketing Report: Jeff Burghardt presented:

Website Traffic up 11.5% YTD / up 4.5% Sep – Nov 7
Total 208318 referrals YTD / 16.5K October

Fall Campaign:

- Television 395 spots / 11.8 M impressions / Market SF, LA and Sacramento
- Average CPM \$14.82 (industry average \$25-\$45)
- Live cast on KTLA – 5 times / Promo - 28 Times
- Digital Advertising CTR 1.62%
- View Rate 60% (industry average 50.0)
- Fly market 1.71 CTR

- Eblast open rate 40.9 % (average 20.44%)
- Click to open rate 6.0% (average 2.32%)

Brand Refresh:

- Storybook kind of place
- Video edits – added blue sky
- Cutdowns to 30 and 15 second pieces
- Adds are in progress.

Dining Guide:

- 8 Page magazine section
- 3000 printed
- Showcases all 60 restaurants and 17 tasting rooms
- Winter and Spring issues

Other Projects:

- New and renovated landing page
- Mastercard priceless luxury promotion
- Laguna Seca “Carmel Food and Wine Passport”

Public Relations Report: Abbi and Dani Hannah reports:

OCTOBER RECAP

Key Messages

Over 100 pitches sent with the following themes

- Meet the makers – invites and alerts
- Storybook square mile
- Holiday FAM invites

Pitched to local regional flight market and international outlets.

- Worked with Visit California with an Italian content creator.
- 5 media placements/ 3 national
- 58 domain authority
- Thrill list inclusion – newer demographic
- Full feature in Diablo – Culinary weekend in Carmel
- Three pending media visits for Q1 2024

La Playa media opportunity

Weekend of January 12, 2024

- James Beard writer and chef Andy Baraghani and poised to be featured in T magazines Evening with column
- An immersive one night only theatre performance in collaborations with IAMA Theatre company

Best Kept Carmel

- Bohemian Nouveau
- Culinary Couples
- Micheline Stars by the Sea

SOCIAL MEDIA

October Recap

- Instagram 1.3% up
- Facebook 1.2% up
- Tik Tok 4.9% up
- Tik Tok engagement 99% up

Social Care

- Messages received 1,283
- Average response time 18 hours

New collaboration with Veronica, a local social media influencer, is working out very well for gathering and positing content. Good collaboration occurring.

Additions to Agenda:

None

Pam Sheppard adjourned Open Session meeting at 4:20