



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)
VISIT CARMEL
BOARD OF DIRECTORS REGULAR MEETING
At Sunset Center and via Zoom
Carmel-by-the-Sea, CA 93921
Thursday, May 11, 2023
2:30 PM

MINUTES

Board Members Present:

Mark Watson, Inns-by-the-Sea; Pam Sheppard, Horizon Inn; Chip Rerig, City of Carmel; Rich Pepe, Pepe International; Mary Crowe, La Playa; Carrie Theis, Hofsas House; Amy Herzog, Executive Director; Michael LaPier, Monterey Airport.

Also in Attendance:

Jeff Burghardt and Nicole Dore, Visit Carmel; Dani Hannah and Ty Whitaker, The Abbi Agency; Suzanne Gravell, Carmel Area Reservations; Nancy Twomey, CRA; Ashlee Wright, City of Carmel.

Board Members Absent: Candace Fecteau, Tradewinds Inn/The Stilwell; Chris Whitman, Pali Society; Greg Ahn, Folktale.

Pam Sheppard called the Meeting to order at 2:35 pm.

Public Comment:

Nancy Twomey from the CRA would love to see more of our business community involved in many of the town initiatives and issues.

Minutes: – Mary Crowe made motion to approve minutes from April 13, 2023. Carrie Theis seconded. Mark Watson abstained. Unanimous approval.

Executive Director Report: Amy Herzog reported:

Administrative updates

- Wine walk trademark trademark in progress
- Insurance policies renewed. This includes coverage for events. Slight increase YOY
- Bank accounts are being transferred to Pinnacle Bank from Wells Fargo

RID renewal update:

- District plan and petition finalized.
- Petitions submitted hit 58+%
- May 2 resolution of intent to renew passed on consent.

Carmel Culinary Week

- Planning, advertising, social all under way
- 33 restaurants participating.
- Working in cross promotions with the City, Carmel Plaza, SCC, Forest Theater and MCVGA
- Kickoff party
 - 15 restaurants and 8 wineries
 - Preparing for 350 guests
- Marketing tools completed, being distributed.

Timeline

- June 2 – 10 Carmel Culinary Week
 - Co-sponsors for Ted Allen – Sunset Center
- Board meeting changed to June 15 due to conflict of CCW
 - Refined marketing plan
 - Present revised budget for board approval
- July 13 – Board of directors meeting
 - New Fiscal Year
 - CRID renewal

Market Share Report:

Comp Set for January/February 2023

RevPAR

- Carmel 20% down RevPAR – \$162 - \$129
- Monterey up 13% almost everyone else down

Occupancy

- Carmel 46% compared to 59% last year. Only Monterey showing increase YOY

ADR

- Carmel even YOY / Also Morro Bay
- Monterey up 7%
- Yountville down 13%
- SLO and Calistoga down 7 – 9 %

Further in depth analysis may lead to the assumption that the number of closed hotels and therefore reduced room availability in Carmel may have added approximately to 5.8% of our TOT and RevPAR drop YOY. Further issues such as weather and warning about being cut off on the peninsula may have further eroded our share of guests for these two months.

Additions to Agenda:

No additions

Pam Sheppard adjourned Open Session meeting at 2:50 pm to convene Closed Session.