



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Links Club and via Video Conference

Monday, March 18, 2024 at 10 am

MINUTES

Committee Members Present: Ken Spilfogel, Flaherty's; April Montgomery, Links Club; Monique Black, Chez Noir; Gian Pepe, Pepe Int'l; Jon Karlo, Folktale; Alyssa Ross; Il Fornaio (virtual); Anthony Carnazzo, Stationaery.

Committee Members Absent: Sarah Kabat-Marcy, Cultura; David Huh, Sushi Heaven

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Visit Carmel; Taylor Stewart & Brittany Bober, The Abbi Agency; Lorena, The Grill on Ocean.

MEETING CALLED TO ORDER: Ken called the meeting to order at 10:04 AM.

Public Comment:

Discussion about new state legislation that would eliminate parking within 20 feet of crosswalks and would eliminate massive percentage of parking, approx. 300 spots.

Minutes: Ken asked if there was a motion to approve the minutes from Nov 14, 2023. April made motion to approve, Gian seconded. Approved unanimously.

Executive Director Report:

Amy updated the group:

- Welcome to Ken as our new Chair and thanks to Sarah.
- Announced new Officers at Visit Carmel and that we are working on budget for next fiscal.
- Strategic Planning for next fiscal year coming up as well.
- Creating a custom Wine Walk Passport thru our website.
- Update on new flights coming up, incl Minneapolis starting in August.
- Visit California Outlook Forum and Poppy Awards - attending and got lots of great info. Didn't win a Poppy. ☹️
- Changing upcoming meetings to occur on third Tuesday of the month in most cases to align with change in Visit Carmel meetings. Keep it at 10 am.

Marketing Report:

Jeff reviewed:

- Destination Spring Campaign media mix. Special mention about adding MNTN. Spending more on media but also more optimized. Up 37% traffic wise YOY. 84% increase to the restaurant page YOY!
- NBC CA Live spot – featured a 2 ½ min segment
- Check Please on KQED – new TV ad addition. Also will be hosting the Preview Party of the season in Carmel.
- Dining Guide – Printed piece. Hotels are loving it. Plus it is a paid insert in Carmel mag.
- Individual restaurant reels performing really well, esp with paid boosts behind it. Will eventually get to everybody.
- Reviewed the paid ads specific to Carmel Culinary Week incl Sunset mag full page

Public Relations/Social Media Report:

Taylor from the Abbi Agency reported on results from February:

- Focus on IMM follow ups and romantic getaways.
- 3 media placements – Haute Living, NBC LA – broadcast and online
- Hosted Ronny May media fam – result of IMM. Focused on culinary and hotel updates.
- Many, many fams coming in the next few months.
- Also will be attending the VCA Media Mission in SF in April
- Best Kept Carmel is releasing new features – all culinary focus
- In social media, large follower growth across platforms and one of the Tik Toks went viral!
 - Tik Tok had over 1M views and 80K engagements

Carmel Culinary Week:

Distributed check stuffers and flyers to all restaurants in attendance.

- Village wide events include Kick Off Party, Forest Theater movie night, Sunset Center movie night, NEW! Farmer's Market Event.
- More detailed discussion about **Kick-Off Party - Friday, May 31**
 - Hired Marci Bracco's company to help with permits, rentals, security and execution
 - Hired photographer and music
 - Hired Poptopia for entrance design
 - Walk through scheduled for later in the week
 - Revise layout
 - Improve security and waste management
 - Provide layout map
 - Provide dish and ingredients on signage
 - Ordering custom glasses, wristbands and pins
 - Extra info table at bottom level
 - All restaurants in attendance committed to be part of Kick Off
- **Farmer's Market Culinary Showdown Thursday, June 6**
 - 10:30am - 2:00pm/approx. 200 attendees
 - Hired Good Roots to manage the event
 - Chef Coordination and Products
 - Main Stage
 - Light Decor & Rentals - Wine Barrels, Umbrellas, Wood Picnic Tables
 - Culinary Showdown Tokens w/Logo
 - Music and Live Painter w/raffle
 - Farm-to-Cup Mocktails or Cocktails
- **Restaurant participation**

- Culinary Events - Emphasis on Experiences, Demos and Educational Events
 - 7&D offered its kitchen; Youth Center might be open?
- Special Offers
- Curated Menus
- Need most of the programming information by April 15, if possible
- Discussion about how to enter your info into the CCW portal. Can clone last year.
- Goals for this year: Restaurant Participants – 32; Kick Off Party Restaurant Participants – 18-20; Kick Off Party Winery Participants – 10; Kick Off Party Attendees – 350; Special Events at restaurants – 15.
- Budget is \$40K, not including paid media and social media costs.

Agenda Items for Next Meeting: none.

Meeting Schedule: Next meeting TBD.

Meeting adjourned at 11:21 am.