



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Links Club and via Video Conference

Tuesday, May 14, 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 (virtual); David Huh, Sushi Heaven; Alyssa Ross; Il Fornaio.

Committee Members Absent: Sarah Kabat-Marcy, Cultura; Greg Ahn, Folktale Anthony; Carnazzo, Stationaery.

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt, Visit Carmel; Dani Hannah, The Abbi Agency; Lorena, The Grill on Ocean; Kristen Ridout, Toro (virtual).

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. Also an issue with Carmel Waste Water that can make things very expensive. Can come to a meeting with an attorney on May 30. CRA is working on the service charge issue.

Minutes: Ken asked if there was a motion to approve the minutes from March 18. April made motion to approve, Alyssa seconded. Approved unanimously.

Carmel Culinary Week:

Amy reported about Stakeholder participation:

- 38 participating Restaurants (goal was 32)
- 13 curated menus
- 12 special offers
- 16 culinary events (goal was 15)
- 128/200 Farmer's Market tix sold so far and Jeff described the premise of the "showdown"
- 10 Pub Crawl-by-the-Sea

For the Kick Off Party: 99 tickets sold thus far

Kick Off Party Participants:

- Restaurants - 18 (goal was 18-20)
- Wineries/Pub - 11 (goal was 10)

In terms of Community Support and Stakeholder Communications:

- Chip's City Vlog on 5/31
- City weekly newsletter
- Shag Bag Radio show on 6/1
- Chamber e-blast
- Weekly updates to hotels
- Value added from Edible in the form of editorial coverage
- Individual restaurants are doing a great job promoting on their channels

Jeff reported on the Media Mix for Culinary Week, including the updated TV ad on KSBW and MNTN for cordless/digital.

- Total Commercials - 3,813,724 from Jan 1 - May 10; CCW Commercials - 220,888 from May 1 – 10.
- The Culinary Week landing page is the top landing page on our destination website from May 1-12 with 16,301 users.
- Digital ad campaign running on FB, IG and Google. Results from April 15 – May 10 resulted in 826K total impressions, a CTR of 1.53% and 111,628 engagement on Meta. And Google digital ads resulted in more than 1.3M in impressions and a CTR of .61%.

E-blasts to our consumer list (80K people) as well as four scheduled Edible e-blasts.

Sponsorship with Sunset Mag includes a print ad in April/May issue.

Print ads and printed brochures in progress. Will be self-mailed as well as distributed to hotels.

Kick Off Party map and guide will be created new for this year.

Printing new banners, included a big horizontal version for the Park. There will also be the Ocean Ave banners up.

Dani Hannah from the Abbi Agency reported on PR and social for Culinary Week:

Wonderful earned media in SF Chron and Forbes.

Best Kept videos will be posted over course of next two months.

Showed timeline in social media posts with a progression toward more urgency as we get closer.

Have a plan for content coverage during the actual week with a team made of local content collectors (Nicole and Veronica) as well as other reels being made by a local video team.

PR plan includes a press release distribution and local and regional media invites.

Blog planned for See Monterey.

Two fams in town during Culinary Week from Noel Burgess (Forbes, Thrillist, Food & Wine) and Allie Lebos (Locale, Tasting Table and the Observer).

Amy added that See Monterey also will be covering on social.

Marketing Report:

Jeff provided an update on general restaurant marketing.

Ongoing travel trend is that food is a primary driver in choosing a destination.

Dining Guide will be reprinted and updated for hotel distribution.

Ongoing social paid campaign. Sizzle reels touting the Culinary Carmel scene, running regionally and in drive market. (April asked for less focus on restaurant signage.)

Individual videos being shot per restaurant. Been rolling them out steadily. Post organically first and then put paid dollars behind it until each reaches about 250,000 impressions.

Will continue to shoot several restaurants per month.

Site traffic from beginning of year until now. Restaurant landing page is #2 on site.

Jeff will be re-editing the overall destination campaign to a more summer-y version to run nationally. Push a longer stay, cool temps, with Carmel being the hub with so much to explore around here.

Ken expressed the importance of simply getting visitors here to support the 60 restaurants.

Ongoing relationship with KQED Check Please – will pick up more ads on that show in the Fall.

Lastly, Amy showed the group how the Culinary Week section of the website is populating with information from all the restaurants.

Kristin commented that Carmel graduation plays a complicating factor in whether to do an event.

Agenda Items for Next Meeting: none.

Meeting Schedule: Next meeting June 18.

Meeting adjourned at 11:25 am.