



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, March 7, 2024
2:30 PM

MINUTES

Board Members Present:

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; Greg Ahn, Folktale; Pam Sheppard, Horizon Inn.

Also in Attendance:

Jeff Burghardt, Visit Carmel; Nicole Dore, Visit Carmel; Dani Hannah, Brittany Bober, (virtual), The Abbi Agency; Allison Hines, Stilwell Hotel; Tim Twomey, CRA; Ashlee Wright, City of Carmel; Kenneth Spilfogel, Flaherty's Seafood; Kimberlie Guerrieri, Carmel Chamber; Emily Gonzales – Destination Strategy Director, Andy Rupert – Media Strategist, Erika Manning – Account Specialist; Madden Media (all virtual)

Board Members Absent: Mary Crowe, Marc+Rose; Rich Pepe, Pepe International.

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

Public Comment:

Dale Byrne accepted a donation from Carmel Cares from 2023. 48 people showed up for the presentation ceremony.

There will be a zero litter event day on Earth Day in recognition of Green California. This will be a large clean up event with a celebration to follow in Devendorf Park.

Minutes:

Chip Rerig motioned to accept minutes from February 8, 2024, seconded by Carrie Theis. Passed unanimously.

Mark wanted clarification on term "volunteerism" from previous minutes. Addressed to Mark's satisfaction for clarity showing appreciation for those choosing to volunteer their time for community efforts.

Voting for Officers:

Amy Herzog explained:

- Three officer positions on this board.
 - Chair – Chip Rerig – assumption of role beginning July 1 as an amendment.
 - Treasurer – Mark Watson
 - Secretary – Candace Fecteau
- They all serve one year term starting in April each year.
- There are no rules on serving subsequent terms.
- The position that comes up for renewal every year

Motion to accept officers as nominated with modification of start date for Chair position, made by Greg Ahn, seconded by Rich Pepe.

Market Share Report:

Presented by Mark Watson.

- Comp set report shows rev par up 3% from LY. Showing similar to Santa Barbara and Morro Bay, everyone else down
- Occupancy about equal / slight fall from LY, other areas such as Yountville up, but ADR has dropped allowing for greater occupancy.
- ADR for Carmel up slightly. Only area with increases over LY
- Our market share up to 15 over 14 LY - 8% increase

Executive Director Report:

Administrative Update.

- Successfully transferred Wine Walk trademark to Visit Carmel
- Renewing insurance policies this month
- Renewal of agreement with City coming in May/June. Do we want a longer term than 3 years?
 - Pam Sheppard suggests 5-year agreement / discussion about commitment terms.
 - Discussion about assisting visitor services. Suggested that we form Ad Hoc committee to discuss with Chamber. Carrie and Greg Ahn volunteered for committee.

Community relations mentioned.

Stakeholder communications.

NBC CA Live

Carmel Culinary Week

VCA Poppy Awards

MCHA Gala – Mark Watson

Best Kept Carmel

MRY added flight to MSP

Stilwell Hotel still on track for May 1 opening

CRID Update

Culinary Week Village wide events:

- Friday – Kick off.

- Sat – Forest Theatre shows “Chef”
- Wednesday Sunset center film series
- Thursday – Farmers Market in the Park
- Friday – Terrace Series at Sunset
- Saturday - NTW Priya Krishna and Party

Emphasizing Experiences, demos and education

Ken Spilfogel elected as CRID Marketing Committee Chair.

Culinary Week Custom Passport for this year’s Culinary Week. Each restaurant can log in and be dynamic with updates for event.

Discussion of link for Culinary Week timing and availability to hotels. Looking toward April 15 to have more collateral ready on website.

Wine Walk update

- Visit Carmel creating a custom platform through CarmelCalifornia.com
- Timing mid-June for transition

Airport Update

- Sun Country Airlines possibly offering nonstop from MSP
- Beginning August 8, 2024 – November 3
 - Possible influencer visitor during this time period
- Two flights weekly
- Potential with Portland
- Chicago still being discussed.

Destination Stewardship

- April 20 Zero Litter Day
- Help coordinate media exposure – collaborate effort with City and Carmel Cares
- Branded Swag - Slow moving but still in progress

Visit California Outlook Forum - Nominated for Poppy Awards Best paid brand campaign and Best influencer campaign

Our area is hosting the CCTC event this year in Big Sur

Upcoming Info and Meetings

- Change from second Thursday to Third Thursday of the month moving forward from May.

April 11 Meeting –

- Present FY 24 – 25 Preliminary Budget
- See Monterey Update

May 16 Meeting

- Open Talk about state of the Board
- Discussion Goals and strategies for 24 – 25
- TAA contract renewal (closed)
- Exec Director Review (closed)

June 13

- Refined Marketing plan
- Present Final FY 24 – 25 Budget - Approve

Marketing Update

Jeff Burghardt presented the marketing update for February.

Discussion of Madden affiliation with Visit Carmel. On the call:

- Emily Gonzales – Destination Strategy Director
- Andy Rupert – Media Strategists
- Erika Manning – Account Specialist

Winter Campaign

Website Traffic - up 51% Paid Digital

(direct / Home) up showing strength of the Brand. Good indicator

Discussion of Diminishing returns with Madden Team

- Timely creative such as Holiday campaigns running beyond its time
- Creative fatigue due to high frequency and no creative changes
- Only very few times does Madden feel we have reached this space of Diminishing returns

Campaign details regarding placements in Meta and TV discussed.

Leisure Campaign through Mountain really assisting with broader reach and the halo effect.

Website reformatted to match “storybook” campaign

- All remarketing adds will flow to the offers page.
- Keep this updated for best referral efforts.

Website engagement

- Great increases on Website Traffic
- View up 12 % average engagement time up 40%
- Web referrals up 40 in January and 10% in February

Storybook performance

- Q1 with 20M + impressions TV and CTV
- NBC California Live Spot Ran March 7th.
- Check Please April 15th – hosting at Sunset Center Exclusive Premier
- Google Ad Performance up .58% (industry avg .1%)
- SEO marketing - 15.16 CTR – double industry average
- Meta Performance CTR of 1.57% with .90% industry average for combined total
- E-newsletter 40% open rate 6.6 Click to open

Restaurant Campaign

- Great response to Print add and booklet
- Restaurant reels doing well with CTR above average and engagement
- Culinary Week

IP Data – Switched to Placer

Provides much more detail

Details down to where guests had meals during their stay

Other projects

Best of Video – to be provided to VC and stakeholders

Promotion with Santa Lucia Highlands

Public Relations Update:

Dani Hannah presented February Public Relations update.

February Recap

- IMM follow-ups
- Romantic Getaways

3 media placements

- Haute Living
- NBC LA

Fams - Hosted Ronny Maye. 5 pending media visits

Best Kept Carmel

- Showed most recent video in series highlighting Chez Noir

Brittany presented the social media February recap:

- overall impressions up 7.8 %
- Engagements up 31%
- Follower growth of 170%

Social Care

2357 messages received.

Average response 1.5 days

Instagram up 5% in followers

Tik Tok – fantastic growth due to viral video

ADDITIONS TO THE AGENDA

None

Pam Sheppard Adjourned the meeting at 4:33 PM