



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)
VISIT CARMEL
BOARD OF DIRECTORS REGULAR MEETING
Stilwell Hotel, Catlin Room and on Zoom
Carmel-by-the-Sea, CA 93921
Thursday, July 18, 2024
2:30 PM

MINUTES

BOARD MEMBERS PRESENT:

Pam Sheppard, Chairman, Horizon Inn; Mark Watson, Inns-by-the-Sea; Carrie Theis, Hofsas House; Amy Herzog, Executive Director; Candace Fecteau, Tradewinds Inn/Stilwell Hotel; Chip Rerig, City of Carmel; (virtual).

ALSO IN ATTENDANCE:

Jeff Burghardt, Visit Carmel, Dani Hannah (virtual) and Brittany Bober (virtual), The Abbi Agency, Kenneth Spilfogel; Flaherty Seafood; Tim Twomey (virtual), Scott Richards, Stilwell Hotel, Lindsey Stevens, See Monterey; Suzanne Gravel, CAR; Ashlee Wright, City of Carmel, Kati Enea, Carmel Chamber of Commerce; Christian Morris, Intern.

BOARD MEMBERS ABSENT: Mary Crowe, La Playa (virtual); Rich Pepe, Pepe International; Michael La Pier; Monterey Airport; Greg Ahn, Folktale

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

PUBLIC COMMENT:

Amy introduced Christian Morris, who is a summer intern for Visit Carmel.

MINUTES:

Mark Watson, motioned to accept minutes from June 20, 2024, seconded by Pam Watson. Passed unanimously.

SEE MONTEREY UPDATE:

Lindsey Stevens presented July See Monterey update.

- Highlighted public relations and article placements and social media.
- Minneapolis Flight Launch – Sun Country Airlines – Inaugural Flight August 8 through November. Paid social media and CTV used for publicity and booking prior to first flight.
- 30 sec spot running for Minneapolis market on CTV
- Light rail wrap for advertising direct flight. Trial to test possible marketing for this and future routes. Three trains running for one month. Not a metric based or measurable result trial.

- Atlas Obscura– Media platform of very engaged travelers. Exploration or new experience base focus. See Monterey advertising on this platform.
- International Missions and Events
 - Visit California Global Media FAM
 - Brand USA Travel Week
 - Visit California China/South Korea media and trade mission
 - ILTM Trade Show – December - Paris
 - International Media Marketplace North America – January
 - JRNJ Travel Magazine – UK based
 - Visit California Pan European Trade and Media Mission – April
- Annual Meeting Wednesday September 18th at the Quail 3 – 5PM

FINANCIAL REPORT:

Presented by Mark Watson. Ending Fiscal Year:

- CHID \$201K had been budgeted for the month, but received \$250K
- Current assets \$1.2 M in bank accounts
- Beat Budget by 5%
- Great March-April over Last Year
- Interest Rates – higher than expected so even with spend down
- PR – Catch up in the month of June still \$22.6K lower than Budgeted
- Marketing catch up still under \$4K
- \$3K underspend for Sales and Promotion (mostly underspent in “destination stewardship”)
- \$4K under spend for Admin
- Received a bit more revenue with slightly lower spend across the year

EXECUTIVE DIRECTOR REPORT:

Presented by Amy Herzog.

- Admin and General Updates
- Welcome Christian Morris – Summer intern
- Finalized new agreement with Abbi Agency FY 24 – 25
- See Monterey – Strategic Roadmap update ad hoc committee
- Wine Walk – Renewal invoices distributed in advance of migration to mobile app – launch on September 2
- Chamber – Visitor Center Partnership Planning and Taste of Carmel marketing support

Nomination Committee

- Renewals in September
- Open Seat for Lodging Member
- Would like to add Advisory Members
 - Chamber member
 - CRA member
- June E- Blast
 - Summer campaign
 - Car Week
 - Social Media
 - Best Kept Carmel
- Innkeeper Dinner - La Playa, Tentative September 5th.

- Earned and Owned Best Practices
 - Workshop September 20 from Abbi Agency
- Printed Materials
- Feedback from Fine Art Galleries.

Overall consensus is that the galleries are selling less art. Being treated more like museums – potential change of marketing wording

Car Week

Update and Planning

- Lots of community coordination
- Printed Brochure
- Social media coverage coordination
- Feedback from Hotels/ restaurants – how are the hotels looking for occupancy

MRY update

- Want to partner with Visit Carmel with \$30K for co-op funds
- Invite to inaugural flight reception August 8 at 4PM
- Looking for promo items for swag bags for inaugural flight passengers

Visit California

- Efforts around Highway 1 closures
- Intention of normalizing the ongoing need for travelers to check road conditions and underhand there are alternative routes when planning

Upcoming Info and Meetings

- September 5 - Hotel Stakeholders dinner
- September 18 - See Monterey annual Meeting
- September 19 - BOD meeting –
- September 20 – PR/Social Media Stakeholder workshop
- October 3 - Taste of Carmel
- October 12 - Meet the Makers
- October 17 - BOD Meeting
- October 30 - Annual Report Due

PUBLIC RELATIONS UPDATE:

Dani Hannah presented:

Annual Recap

- 120 media placements
- 53 national placements
- 67 Regional placements
- 73 average domain authority
- YOY improvement chart shown from 22/23 to current.
 - Showing positive growth and exposure
 - Shows goals for FY 25
 - Discussion of performance versus industry standards engagements

Earned Media June

- 5 Regional placements – all on champagne list
- 79 average domain authority
- Upcoming - 4 FAMs in June
- Best Kept Carmel will have two stories coming out in June

Social Media Update - June

- 6.5M impressions
- 6% engagement rate
- 4.8K audience growth

May

- 5.7M impressions
- 5.93% engagement
- 4.1 K audience growth

Restaurants highlighted for Culinary Week

Instagram content – updates

Facebook content updates

TikTok content updates

MARKETING UPDATE:

Jeff Burghardt presented the marketing update.

- FY 23 – 24 results
- Primary Visitor report
- New Brand Assets and storybook theme
- Additional media increase
- New Brand Campaign Launch / Jan 2024

Broadcast media – highlights

28M up 27%

Connected TV – highlights 5.6 M impressions

5.6 M impressions

5.5 M views spots

All new growth

Check Please – highlights

2M impressions

113 TV spots

1 event

Digital Media – highlights

73M impressions – up 9.25%

791K Clicks

5.9 M engagements

Website

- 1.1M new users for Website 10% YOY increase
- 27% increase over last quarter
- Hotel referrals up 18.15%

New Eblast strategy seems successful running two per month.

One more focused – Culinary Week shows increased open rate

Summer Storybook campaign

Increase longer mid-week visits

Refresh Storybook theme for Summer

Always on Strategy

Google ads

Paid social Media

Sunset Magazine

Fly Market Campaign

Visit Carmel Website still number one referral site for MRY

Still targeting the major 5 with media mix and geo targeting

- Dallas
- Denver
- Phoenix
- San Diego
- Seattle

Co-op funds available from MRY for 30K for additional spend in MNTN connected TV and 2 influencers

Marketing Projects

- Carmel Car Week Brochure
- Car Week Micro Site
- New Carmel Wine Walk campaign – custom web app
 - Shows walking distances, highlights – Sept 3rd launch
- Fall “secret season” and “harvest” campaigns beginning in October

Website Audit

- Looking at active and inactive business to pull in new content and listings
- New initiatives/updates
- Update Itineraries Pages

Printed Projects

- Tear pad Map updates
- Dining Guide updates
- Artwalk brochure
- San Diego Magazine and Ad
- Taste of Carmel

ADDITIONS TO THE AGENDA

None

Pam Sheppard Adjourned the meeting at 4:28 PM