



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Sunset Center and via Video Conference

Tuesday, March 11, 2025 at 10 am

MINUTES

Committee Members Present: Ken Spilfogel, Flaherty's; Gian Pepe, Pepe Int'l; Alyssa Ross; Il Fornaio; Lorena Chaarani, Grill on Ocean Ave; Monique Black, Chez Noir; April Montgomery, Links Club.

Committee Members Absent: Anthony Carnazzo, Stationaery; David Huh, Sushi Heaven.

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt & Nicole Dore, Visit Carmel; Rigo, Folktale; Walter Georis, Casanova; Gabe Georis, La Bicyclette/Barmel; Kati Enea, Carmel Chamber; Ashlee Wright, City of Carmel; Nile Estep, Parker Fisher and Raul Lopez from Good Roots; Melissa Smith, Folktale Winery; Jennifer Perlmutter, Perlmutter Gallery; Susan Dampier, La Playa Hotel; Eva from Pepe Int'l; Mike Fischetti, The Pocket.

MEETING CALLED TO ORDER: Ken called the meeting to order at 10:02 AM.

Public Comment:

Ken discussed the parking situation which will only get worse as we get busier this summer.

Committee Member Nominations:

Amy presented a tentative list of those who have been nominated to serve on the Restaurant Marketing Committee. Confirmed acceptance from those in the room. Will follow up with those not there. Motion was made by Gian to accept the slate of nominees, pending acceptance from those not in the room. Alyssa seconded. Approved unanimously.

Restaurant Marketing Committee Nominees:

- Greg Ahn (or Folktale rep)
- Monique Black
- Anthony Carnazzo
- Lorena Chaarani
- Susan Dampier
- Janet Elarmo
- David Huh
- April Montgomery
- Gian Pepe
- Alyssa Ross
- Sunny Shour
- Ken Spilfogel
- Ashley Wolff

Marketing Report:

Jeff provided a quick overview of some of the foundational restaurant paid marketing including an update on where we are with the social media restaurant reels. Now up to 34 restaurants.

The discover Culinary Carmel social media sizzle reel metrics:

Placement	Impressions ▾	Clicks	CTR	Engagement
Drive Market	855,082	9,555	1.12%	116,132
Local Market	249,572	2,854	1.14%	49,743
Grand total	1,104,654	12,409	1.12%	165,875

Carmel Culinary Week:

Jeff showed copies of the print ads already out in market, specifically in Edible, Sunset mag and Carmel mag. Also, included on the back cover of the Carmel Dining Guide.

The overall digital marketing plan was reviewed, and will include Google, Facebook, Instagram, Edible, various e-blasts. TV media will include NBC and mntn. Local print will include Sunset, Monterey County Weekly, Pine Cone and a local mailer.

Reminded the restaurants to start thinking about their individual offers and showed the example of how to log into the backend portal of the website.

Update from Good Roots on how the events for Carmel Culinary Week are shaping up. "Village-wide" events will include Party in the Plaza, La Dolce Vita, Soiree by the Sea, Culinary Show Down and Boho Bites & Beats.

Tickets sales for all events are now active. 22 tickets sold so far. Suggested that we package tickets to an "all-access" pass.

Dolce Vita will have 5-7 restaurants as part of it serving family style. Capped at 120 people.

For Boho Bites & Beats, discussion for how to incorporate the art galleries into the street event. Perhaps Jennifer and Joaquin can lead a subcommittee of the art galleries. Capped at 350 people.

Pub Crawl is confirmed that it will again be part of Culinary Week. With that confirmation, Nicole we create a graphic that fits with the rest of the family of graphics.

Marketing team to update event descriptions to clearly indicate which events are 21+ only.

Social media plan is being put in place, with extensive advance promotion using assets collected from last year. Will have boots on the ground coverage during the week itself.

The events have been created on Facebook.

Next in production will be a flyer, poster, check stuffer and postcard.

Agenda Items for Next Meeting: none.

Meeting adjourned at 11:25 am.