



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

At Harrison Library and via Video Conference

Tuesday, April 8, 2025 at 10 am

MINUTES

Committee Members Present: Ken Spilfogel, Flaherty's; Gian Pepe, Pepe Int'l; Alyssa Ross; Il Fornaio (virtual); Wassim (for Lorena) Chaarani, Grill on Ocean Ave; Monique Black, Chez Noir; Janet Elarmo, Aubergine; Ashley Wolff, Jeju Kitchen; Rigo and Melissa Smith, Folktale; Susan Dampier, La Playa Hotel;

Committee Members Absent: Anthony Carnazzo, Stationaery; April Montgomery, Links Club; Sunny, The Pocket.

Also in Attendance: Amy Herzog, Visit Carmel Exec Director; Jeff Burghardt & Nicole Dore, Visit Carmel; Ashlee Wright, City of Carmel; Nile Estep, Lauren Schaub, Parker Fisher and Raul Lopez from Good Roots; Eva from Pepe Int'l;

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

Public Comment:

Ken discussed Carmel Cares is available to do beautification of private businesses. Email carmelcares1@gmail.com.

Ashley got the new business sign for Jeju Kitchen.

Minutes:

Ken asked if there was a motion to approve the minutes from March 11, 2025. Approved.

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 Members

The Visit Carmel Board approved the following people to serve one year terms on the Restaurant Marketing Committee:

- Greg Ahn (or Folktale rep)
- Monique Black
- Anthony Carnazzo
- Lorena Chaarani
- Susan Dampier
- Janet Elarmo

- April Montgomery
- Gian Pepe
- Alyssa Ross
- Sunny Shour
- Ken Spilfogel
- Ashley Wolff

Marketing Report:

Jeff provided a quick overview of some of the visual asset updates on our paid digital ads and the restaurant reels that we have been creating for social media. Creating one for each restaurant. Now up to 38 restaurants complete.

Carmel Culinary Week:

Jeff showed the Culinary Week paid ad campaign plans and 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.

ON final edit of TV ad for KSBW and MNTN. Also paid digital ads on Meta, e-blast on Edible (several planned). Local print will include Sunset, Monterey County Weekly, Pine Cone and a local mailer. Posters, pins, stuffers all ready to go.

On website we added a “Culinary Masterpiece Pass.” Will have credentials on lanyards for all the ticketed events. Easier to ID who to serve and also will create a more festival vibe around town.

Talked thru with restaurants how to enter their offers and events into the portal.

Tickets sales for all events are now active. We have create a Google Drive with all the graphics (including reverse out logos) to send to all the restaurants and stakeholders to help promote.

Dani answered a question about earned media. Newsbreak, Bay Area News Group. Allie Lebos, freelancer for Locale and Tasting Table will be coming to event. GMA and Today Show journalists are interested but are coming to the area later in June. Blog post scheduled for See Monterey.

Working on a preview media event at the Farmer’s Market.

Nile and his team provided an update on all the village-wide events. There are about 30 restaurants and 20 wineries involved. There are also many additional vendors and artists. Working in particular with the artists on Dolores St.

Individual meetings with the event chairs will be held to iron out additional details for each event.

Agenda Items for Next Meeting: none.

Meeting adjourned at 11:15 am.