



CARMEL HOSPITALITY IMPROVEMENT DISTRICT (CHID)

VISIT CARMEL

BOARD OF DIRECTORS REGULAR MEETING

Sunset Center and on Zoom

Carmel-by-the-Sea, CA 93921

Thursday, March 20, 2025

2:30 PM

MINUTES

BOARD MEMBERS PRESENT:

Pam Sheppard, Horizon Inn and OVL; Mark Watson, Inns-by-the-Sea; Carrie Theis, Hofsas House; Amy Herzog, Executive Director; Candace Fecteau, Stilwell Hotels (virtual); Greg Ahn, Folktale; Mark Stilwell, Stilwell Hotels; Tim Twomey, CRA; Kati Enea, Carmel Chamber.

ALSO IN ATTENDANCE:

Jeff Burghardt, Visit Carmel, Nicole Dore, Brittany Bober, Dani Hannah, Ty Whitaker, The Abbi Agency (virtual); Suzanne Gravelle, CARS (virtual); Annelise Nussbacher, Sunset Center; Ken Spilfogel, Flaherty's; Lindsey Stevens, See Monterey; Bob Lambert, Carmel Mission Inn; Joseph Violini, Cypress Inn; Shane Orser, Quail Lodge.

BOARD MEMBERS ABSENT: Chip Rerig, City of Carmel; Mary Crowe, La Playa; Rich Pepe, Pepe International.

Pam Sheppard, Chairperson, called the Meeting to order at 2:34 pm.

PUBLIC COMMENT:

Annelise from Sunset Center shared upcoming events at Sunset Center for March and April.

MINUTES:

Motion to accept the minutes from February made by Carrie Theis, second by Mark Watson. Passed unanimously.

NOMINATE OFFICERS

Carrie Theis nominated for Chairman, Mark Watson for Treasurer and Candace Fecteau for Secretary. Pam Sheppard made a motion to accept the nominations as mentioned. Passed unanimously.

ELECTION OF RID MARKETING COMMITTEE

Slate of nominees:

Greg Ahn - Folktale
Monique Black – Chez Noir
Anthony Carnazzo – Stationaery
Lorena Chaarani -Grill on Ocean Ave
Susan Dampier – Buds and Brophy's
Janet Elarmo – Aubergine
April Montgomery – Links Club
Gian Pepe – Pepe International
Alyssa Ross – Il Fornaio
Sunny Shour – The Pocket
Ken Spilfogel – Flaherty's
Ashely Wolff – Jeju Kitchen

Motion to accept from Mark Stilwell seconded by Mark Watson. Passed unanimously

SEE MONTEREY REPORT

Lindsey Stevens presented the See Monterey Update:
Q3 updates

Photography Co-Op with 6 Carmel Businesses participating

Marketing Communications update

Public Relations

- 44 Inclusions
- 17/20 Medial Quality Score
- 272 M impressions
- Advertising Value Equivalent of 932K
- Media Hosted 60
 - LIM, Cosmopolitan, Wine Enthusiast, Forges, Off Road Confidential

Social Media

- Cross Channel Posts 10
- Total Social engagements 7.15 K
- Owned Media Inclusions

Initiatives

Michelin Guide Update

- 20 Awarded or recognized restaurants in Monterey County
- 9 in Carmel

Marketing Communications Campaign

- 4 M impressions
- 32,700 Clicks to SeeMonterey.com/luxury

New See Monterey video played

Social Media Co-op

Another Day in Monterey – initiative outlined

NYC Media Event and Consumer Dinner planned with James Beard Foundation (Coastal California)
Showcasing the best of Monterey County luxury offerings through food and wine

International Update

Discussion of international efforts. Staying the planned course at this point. Keeping an eye on the current and changing situation with Geopolitical uncertainties.

Visit California Regional Plans

Two Phase release for industry Engagement Discussion

EXECUTIVE DIRECTOR REPORT

BUDGET CONSIDERATIONS

Concerns

- High Costs and unstable economy
- Competition internationally
- International Sentiment
- Highway 1 Closure
- LA Fire Sentiment
- Expedia Traveler Search Demand – Showing down YOY 5% next 90 days (Last Years was 9% up at this time)

Considerations

- VCA projects 6.2% increase in travel spending for 2025 and 6.5% for 2026
- Californians might travel more local
- Possible increase in Domestic Travel
- Flex /remote work continuing
- Baby Boomers / Gen X have wealth and Time
- Business Group travel improving
- Locally upgraded Hotels operational
- FIFA world cup June 2026

Forecasted TOT based on Historical Trends and modified by expected decrease in inventory of rooms
CRID revenue generally about 3.4% of TOT revenue or 4-5% increase YOY

Assuming \$120K from city – not official

\$250 from cash reserve (current is \$500K previous was \$330K)

Reserve fund policy requires at least 11% with \$571K projected remaining unrestricted at end of FY

Stakeholder Communications

February Eblast

Culinary Week

IMM in NYC

Food and Wine updates

WSJ Article mention

New Long Format Video Available

New Restaurant replacing Forge is Corner Market Carmel (next Year)
Monthly CRID Meetings in Prep for Culinary Week
New Materials provided to hotels and Restaurants

Food & Wine Update

El Bistro on Check Please!
Stationaery added to Michelin Guide

Carmel Chamber Partnership Update

Visitor Center increase in Visitor down 33% YOY

Monterey Regional Airport Update

JSX relaunching nonstop to Monterey
Burbank
Orange County
Carlsbad, CA – New

Starting June 19, 2025
Fares starting from 239 one way
Flights 4 days a week , 1 flight per day

United added 3rd LAX flight
DFW flight will be upgraded to a 737-800 (50 more seats)

International Travel

Discussion of impact of Tariffs and current international Travel
UK is predicted to increase (as of February)

RFP – Social Media

Update currently 5 potential

Upcoming Meetings

April 10 – Regular Board Meeting
Election of officers for one year term
May 15 – Regular Board Meeting
FY 25-26 Draft to be presented for potential approval
May 30 – Culinary Week Kicks off

PUBLIC RELATIONS AND SOCIAL MEDIA UPDATE:

Dani Hannah presented Public Relations Recap

Vogue
Cosmopolitan – 35 Best Girls Trip Destinations in the US
Sunset Magazine – Valentines
Visit California – Incredible California Beaches
Wall Street Journal – Inside Carmel by the Sea - Real estate article

FAM recap and upcoming

Brittany Bober presented Social Media Recap

14 M impressions (134% increase).
8.1 % engagement Rate (59% Increase)
2843 audience Growth (down 44%) – Due to Viral Tik Tok LY

Competitor performance comparison

Instagram

Visit Carmel (July 2022 - current)
Followers 106K
Net Follower growth 30K
Percent growth 39.8%
Engagements 519K

Competitor average: Growth 27%

Facebook

Followers 77K
Net Follower growth 12K
Percent growth 19.3%
Engagements 22K

Competitor average: Growth 6.4%

TikTok – 22K followers

Well above competitor Average

Stakeholders' exposure highlighted

Best Social Content shown with best performing posts

Total Growth 282 followers
538 Saves
30 Shares

MARKETING UPDATE:

Jeff Burghardt presented marketing update

Story Book Campaign “always on”

TV and CTV - running current video commercial
Digital - running video and Static on all Social –
Print and Eblast - New print ad and new eblast (2 monthly)
Fly Markets
New Media - Locale – runs on all Social
California Live - NBC Buy

2025 Performance YTD Website Traffic

149K New Users (up 61%) -Jan YOY
162K New Users (up 84%) -Feb YOY
409K New Users (up 64%%) -March 1 – 19 YOY

LA - 70% increase

SAC- 88% increase
San Jose - 3.58% increase
San Diego – 126% increase
San Francisco – 27% increase
Dallas – 25% increase
Phoenix 101.98% increase
London – 1018% increase

Paid Digital media / Website traffic up 71%

Increased occupancy effort Landing page YOY growth
Special Offers and Packages landing - up 320%
New updated design – encouraged participation

Expedia Conquesting Ad
Try to pull from out competitive market
ROAS 8.4
Revenue \$554K

Carmel Culinary Week

Advertising
Sunset – out
Carmel – Spring Issue
Edible Monterey

Dining Guide – New listings
Village Wide Event new collateral incl. posters/flyers/ check stuffer

Destination Stewardship – Digital Campaign

Turning back on with increased occupancy
Targeting in market to generate excitement

FINANCIAL REPORT: Presented by Mark Watson

Current Assets \$1.183M
Net income - \$15K

Revenue up \$75K
PR under \$27K
Marketing under \$20K
Sales and PR on target
Admin down \$3K to Budget
Total spend under \$52K YTD

Current comp set and market share not available at time of meeting will be shared at next Meeting.
Previous Comp Share and provided for historical information

ADDITIONS TO THE AGENDA

No additions

Pam Sheppard adjourned the meeting at 4:25 PM.