



CARMEL RESTAURANT IMPROVEMENT DISTRICT (CRID)

COMMITTEE MEETING

Sunset Center and via Video Conference

Tuesday, February 10, 2026 at 10 am

MINUTES

Committee Members Present: Sunny Shour, Marc + Rose; Alyssa Ross; Il Fornaio (virtual); Monique Black, Chez Noir; Lorena Chaarani, Grill on Ocean Ave; Janet Elarmo, Aubergine; April Montgomery, Links Club; Gian Pepe, Pepe Int'l.

Committee Members Absent: Ken Spilfogel, Flaherty's; Ashley Wolff, Jeju Kitchen; Greg Ahn, 7&D.

Also in Attendance: Jeff Burghardt, Visit Carmel; Jose Gutierrez, Foray; Joseph Violi, Terry's; Colleen Chen, Il Tegamino; Joseph Marin, ASB; Sophia Stewart and Marrisona Mallory from J/PR; Raul Lopez, Nile Estep, Ashlee Wright and Lauren Schaub from Good Roots Events.

MEETING CALLED TO ORDER: Due to our Chair and Executive Director being absent, Jeff Burghardt called the meeting to order at 10:00 AM.

Public Comment: None.

Minutes:

Jeff asked if there was a motion to approve the minutes from July 2, 2025 and October 14, 2025. Gian Pepe made the motion; Monique Black seconded. All in Favor, yes.

Elect Committee Chair:

After 2 years with Ken at the helm, it is time to elect a new CRID Committee Chair. Motion was made to nominate April Montgomery by Monique Black; Sunny seconded. All in Favor, yes.

Marketing Report:

Jeff provided a brief overview of the ongoing restaurant related marketing.

- Digital campaign
- Printed Dining Guide
- E-blasts – food and wine key pillar
- Display ads on edible, for instance

Restaurant Page is #3 most visited on website. CCW is #4.

PR/Social Media Report:

Marrisona Mallory introduced herself, along with Sophia and Taryn.

Provided brief overview of goals achieved so far including:

Asset collection done in fall to support in-house content creation. 61 businesses and different demo models. Recent press highlights in T+L and SF Eater, as well as So Scottsdale and Observer for example.

Sophia shared the social content that has performed well.

“Best Seat In the House” social campaign as well as “Stay and Seek”. All are welcome to submit for coverage.

Shifted into Culinary Week promotional plans:

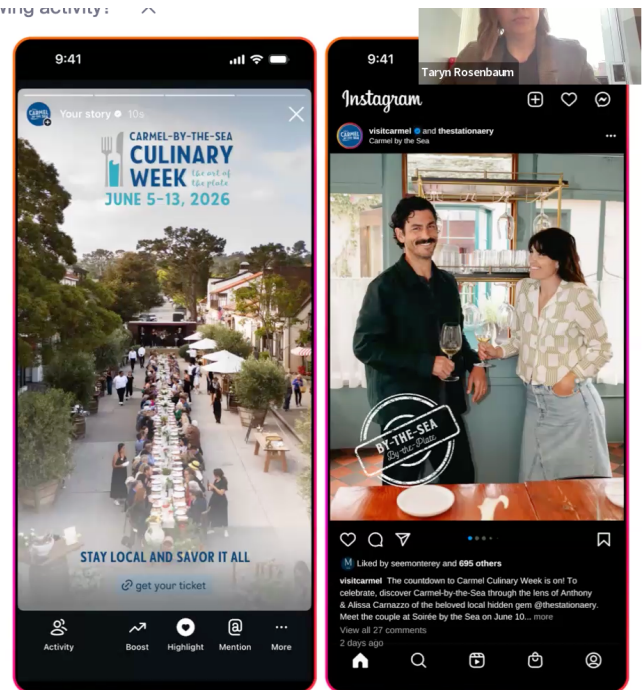
- Pre-event promotion
- Want to execute a FAM of top media to join us during the event. Already have Elle mag. Hook into the Week but also Culinary themes in general.
- Social media examples shared that are scheduled and all will link to event ticket sales.
- Halo effect
- Will look for Q&As with chefs, owners, sommeliers
- BY the Sea, By the Plate is a story telling vehicle on social – restauranters views and recs of Carmel
- Content re-shares

Carmel Culinary Week Social Media

- 2-3x/month pre-promo Stories with links to tickets and 1-2x/month in feed posts (boosted)
- Partner-centric pre-promo campaigns
- Partner with culinary creator attend 2-3 events and pre-promote through a trackable promo code
- 1 J/PR rep to attend each event to capture content for daily Story recaps; provided feed content developed into daily posts by J/PR
- Social media toolkit

Partner Opportunities:

01. Q&As in Broadcast Channel
02. Best Seat in the House
03. By-the-Sea By-the-Plate Guide
04. Content reshares



Jeff chimed back in with intro of Good Roots team.

- Tickets are on sale now.
- We have launched paid digital ads.
- Print ads so far secured in Sunset Mag (sponsor) and Edible.
- Want to start securing the restaurants and wineries now.
- Lauren and Nile discussed keeping what worked last year, tweak some things and add in some new elements.
- Discussed the 4 signature events and ticket sales so far. Dolce Vita already half sold out!
- Jeff discussed the other opportunities to drive sales back to restaurants – Special offers, curated menus, private events.
- Explained the sign up sheets and instructions on accessing the portal to update offers.
- Boho moved to Thursday so it wouldn't cut into Fri night business.
- Nicole discussed providing the social media tool kit to all stakeholders.

Discussion about Pub Crawl and if it is working from a consumer standpoint. Nicole shared her feedback that the staff didn't seem to know about it. Gian thought it would work a lot better if it was happening all at once and a specific time. Nile suggested mixing in the history of Carmel with the Crawl. April is not sure she can be the organizer this year. Maybe have someone leading it.

Boho footprint has been expanded in footprint, so now increasing potential of sales to up to 500 people. More restaurants, more room for sitting and dancing. A real festival vibe.

We have a longer lead time this year so hoping for more out of market attendees.

Further discussion about event specifics.

Agenda Items for Next Meeting: Next meeting date perhaps on April 14. Will Confirm.

Meeting adjourned at 11:05 am.