

MCCVB Staff Report for September 2016 Board of Directors Meeting

RE: Carmel-by-the-Sea

BACKGROUND:

In July of 2015, MCCVB Marketing staff attended a Carmel HID meeting where several items were first brought to the attention of the MCCVB as opportunities to improve the new SeeMonterey.com website. Since that time, the team has met with Councilmembers and hoteliers along with several additional parties to make adjustments where appropriate.

The MCCVB has been working with Carmel-by-the-Sea (CBTS) city officials, Inn Keepers, and council appointed representatives to the MCCVB Board of Directors to build upon the relationship, enhance communications and establish further trust between the City of Carmel-by-the-Sea (CBTS) and the MCCVB. These meetings and communications have been increasing over the past year and are in addition to the regular outreach scheduled and sent by the MCCVB including quarterly jurisdiction reports, newsletters, and periodic updates to Council.

A number of meetings have been taking place with the MCCVB team and CBTS representatives since concerns were first brought forward by the HID in July of 2015. In each meeting, the MCCVB team addressed the concerns, and continues to work with the HID and city officials to implement suggested changes. In addition, the City has questioned how the MCCVB calculates return on investment (ROI). The team has worked to provide clarity on the reports with one on one meetings and summaries as needed with each report.

As of today, most of the concerns have been addressed with the exception of two of the suggested changes from CBTS HID representatives regarding the MCCVB website. Those requests included the removal of the Booking.com integration used to encourage visitors to book their hotels from the website and the removal of advertising on SeeMonterey.com which is being considered again by the Marketing Committee on October 5th for a recommendation to the full MCCVB Board of Directors.

Despite regular communication and addressing concerns, the City of Carmel-by-the-Sea has not approved the full funding (3% of the TOT collections in 2014-15: \$167,656) for the MCCVB in 2016-17. In July, the council voted to approve funding through December 31, 2016 while setting a date in the future to review the remaining investment and make a decision on the remaining allocation at that time. The October 4, 2016 meeting has been identified as the council meeting where that decision will take place. Also at the request of the Council, the entities handling marketing for the City are meeting regularly and communicating on initiatives to ensure further collaboration and coordination of initiatives. The first marketing partner meeting is set for October 6, 2016 at 1:30 PM at the Sunset Center.

Below is a brief recap of the meetings and communications that have taken place since July 2015.

CBTS Councilmembers who have been liaising with the MCCVB: Carrie Theis, Bobby Richards, Mayor Steve Dallas, and Jan Reimers

CBTS City Staff: Chip Rerig, City Manager; Paul Wood, Finance Manager; Janet Bombard, Library Director

Visit Carmel/Carmel HID team: Amy Johnson – Carmel Country Inn/Chair; Jeff Burghardt – marketing; Kristin Hunter - PR

MCCVB Staff: Rob O’Keefe, CMO; April Locke, Director of Marketing; Allyson Ryan, Content Marketing Manager; Alliah Sheta, Director of Communications & Community Relations; Tammy Blount, President & CEO

MCCVB Board & Advisors: Rick Aldinger, Past Chair (2015-16); Bob Buescher, Chair (2016-17); Monta Potter, Advisor (2015-16); Lisa Dias, Director (2015); Bobby Richards, Advisor (2016-17)

- July 16, 2015

- o Rob & April attend the Carmel HID meeting
- o First hearing of concerns about relationship with the MCCVB
- o Marketing team reviews concerns and makes adjustments where appropriate (7/25)

- October 2015
 - o Email from Bobby to Rob on fixes to the CBTS webpage on SeeMonterey.com
 - o Continuing concern about web advertising and use of booking.com
- October 1, 2015
 - o Lisa Dias and other members from CBTS attend the Marketing Committee meeting and express concerns about advertising on SeeMonterey.com.
 - o Committee discussion ensues. The committee agrees to bring the concerns to the Board during the budget workshop.
- March 1, 2016
 - o Rob presented mid-year update to CBTS council
 - o Questions from Council:
 - Combine TOT investment with TID total
 - Questioned calculations on ROI
 - Carmel properties listed on SeeMonterey.com mixed in with Monterey properties (search functionality)
 - Questioned referral traffic from SeeMonterey.com (Bobby in Public Comment)
- March 28, 2016
 - o Tammy met with new City Manager, Chip Rerig
- April 11, 2016
 - o Allyson and Rob met with Carrie Theis to discuss CBTS web presence and overall relationship with MCCVB
 - Added people to the distribution of the Quarterly reports
 - Changed the format of the Quarterly reports to include more specific data for Carmel i.e. FAM coverage, time on site, etc.
 - Added local expert – Bobby Richards for CBTS on Utrip
- May 17, 2016
 - o Paul Martin met with Chip Rerig, Bobby Richards, and Paul Wood to discuss the contracted amount to MCCVB that was due in 2015-16.
 - Paul heard several questions and team followed up with meetings
- May 24, 2016
 - o Tammy, Alliah, and Rob met with new council members Bobby Richards and Jan Reimers for orientation to the MCCVB – they were joined by Paul Wood and Chip Rerig.
 - o Presented report – heard continued questions regarding website and Earned Media ROI calculations
- May 25, 2016
 - o Allyson, Rob and Bobby met to discuss how to improve CBTS presence on SeeMonterey.com, overall web improvements
- May 31, 2016
 - o Rob followed up via email after orientation meeting
 - o Topics:
 - Digital marketing program overview
 - Website updates since meetings have been occurring
 - PR update – earned media calculation
 - Other marketing initiatives benefiting the destination and CBTS
- June 1, 2016
 - o CBTS Special Budget meeting
 - Questioned ROI on investment with the MCCVB
 - Mayor mentioned that he was hearing from constituents on not seeing the return on their investment
 - o Email from Bobby to Rob on how we calculate Economic Impact of Group Rooms
 - Questioned high number (explained it was due to the Car Week Group Rate)

- June 2, 2016
 - o MCCVB Member outreach to expand community perspective of MCCVB investment and request attendance or letters for the June 7, 2016 CBTS Council meeting
- June 3, 2016
 - o MCCVB Special Executive Committee meeting to discuss CBTS
- June 7, 2016
 - o Jeff, Allyson and April met to discuss Carmel & MCCVB marketing plan collaboration
 - o CBTS Council meeting - Adoption of FY 16-17 Budget
- June 8, 2016
 - o MCCVB Executive Committee meeting – receive update on CBTS
- July 11, 2016
 - o CBTS Marketing Workshop – Rob presented overall plan and direction of the MCCVB with other marketing entities for CBTS
 - o Marketing collaboration quarterly meetings set
 - o Attended: Rob, Alliah, Rick Aldinger, Bob Buescher, Monta Potter, Kim Stemler, Dave Spaur
- July 12, 2016
 - o Discuss web presence on SeeMonterey.com and how to incorporate more CBTS business listings
 - MCCVB - Allyson, Rob
 - CBTS - Bobby, Amy
 - o CBTS Council Meeting – Marketing Budget
 - Council agreed to fund half year investment in MCCVB and requested a return in October to decide on allocation amount for the remainder of the year.
- July 20, 2016
 - o MCCVB BOD meeting
 - Board decided to move forward in good faith with CBTS as partner including presence in 2017 Visitor Guide
 - Directed staff to follow up with city, report back at September meeting.
- August 12, 2016
 - o Allyson and Jennifer had a call with Jeff B. to discuss uploading CBTS businesses to SeeMonterey.com as directory listings
- August 23, 2016
 - o Tammy, Rick, and Bob meeting with Chip, Mayor Dallas, and Bobby Richards
 - o Discussed concerns
 - Requested more specific tracking information from initiatives
 - Requested help with meetings at Sunset Center
- August 31, 2016
 - o Visitor Guide Content meeting
 - o MCCVB - Allyson, Alliah
 - o CBTS - Janet (CBTS librarian filling in for Chip), Carrie (CBTS Council), Kristen (CBTS PR)
- September 1, 2016
 - o Alliah attended Carmel HID meeting where October Marketing Meeting agenda was discussed
 - Carrie, Chip, and Bobby to meet and outline expectation of outcomes from council
 - Alliah sent published content calendars to Amy as requested at meeting
 - Alliah sent Smart Sheet to marketing partners so all marketing entities can add their content/schedule to the group page for review.
- September 16, 2016 Update:
 - o Jeff B. sent the MCCVB an excel document with 53 restaurants and shopping outlets to include on SeeMonterey.com as directory listings. Of those, 27 were new and the anticipated date for all business listings to be live is September 30, 2016.