



**Healdsburg Tourism Improvement District
Meeting Minutes May 9, 2017
(off date special meeting)**

Present: Hotel Les Mars, 235 Suites. H2, Haydon Street Inn, Hotel Healdsburg, Camellia Inn, Dry Creek Inn,

Guests: Karen Massey, City of Healdsburg, David Mickaelian, City Manager, Joe Najoukas, Healdsburg City Council, David Hagele, Healdsburg City Council

Staff: Kathy Babcock, Carla Howell

Chair Brian Sommer opened the meeting.

Financials/Minutes: No report

Report from Chair: Brian Sommer chair, opened the discussion regarding continuation of the HTID Assessment District and the revisions necessary to the Management Plan. Many people do not understand the restrictions placed on the district spending by the legislation. There needs to be a direct correlation between spending and increased lodging.

Action Items:

Karen Massey representing the city suggested that the City Council is interested in hiring an outside party to conduct a "Sustainable Tourism" study. It was discussed that the HTID may be interested in paying for a study that will track the first 5 years of the HTID. Rob Eyler from Sonoma State was suggested to perform the analysis. Karen presented a bid from Dr. Eyler in the amount of \$16,000 to perform an analysis of the first 5 years of the HTID. Jason Farmer made a motion to accept the bid and move forward/seconded by Holly Fox. Unanimous vote to approve and move forward. Brian asked that the Scope of Work be circulated among the board members for further additions or questions. Carla will send these on to Karen Massey to ascertain if they can be added to the study.

Meeting adjourned
Next meeting June 20, 2017