



**Healdsburg Tourism Improvement District
Meeting Minutes June 20, 2017**

Present: 235 Suites, H2, Haydon Street Inn, Hotel Healdsburg, Camellia Inn

Absent: Les Mars, Best Western Dry Creek Inn

Guests: Karen Massey, City of Healdsburg, Barbara Barrielle

Staff: Kathy Babcock, Carla Howell

Financials/Minutes: Postponed to meeting of 7/19/2017 due to lack of quorum

Aspire Branding Report:

Reported that articles ran including Press Democrat "Healdsburg in Search of Sustainable Tourism", articles in Budget Travel, New York Mag.com and San Francisco Chronicle.

Upcoming articles to include Sactown Magazine, Eventbrite, Sonoma Magazine and TableHopper.com

Looking to place: Family friendly lodging and recreation

Geiger:

Carla will ask the following from Geiger

Dates for next tour 11/19-11/23

Please send list of possible attendees with enough time for everyone to vet

Please only invite writers who have published within the past 6 months or have a commitment for an article

Please change to itinerary to include some different properties, etc.

Tastemakers, etc.

Kathy is finishing up videos with Jordan and Camellia Inn to be added to Tastemakers

Tastemaker tours info is available on postcards

Kathy will contact Tess from WineCountry.com because the stats do not look very good. They need to stay in the top 10 in Google Analytics

Mysty posting to social media. Looking into a "selfie" campaign

Renewal of HTID:

Karen Massey with the City of Healdsburg reported that Rob Eyler from EFA will be preparing the study for the HTID, to include growth numbers from the past five years of the assessment district and growth projections over the next 10 years.



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

Also asked members to be thinking of tangible community benefits that HTID could contribute to for the duration of the new assessment district. Reminded members that chair Sommer as the meeting in May has suggested a percentage of HTID revenue be committed to community benefit

Suggestions for Community Benefit: Circe suggested a shuttle service from hotel to hotel transporting visitors and employees. Carla will research cost
Also suggestions that the HTID support community organizations as they have in the past ie. Jazz Festival, arts organizations, etc.

The net meeting is July 19. Please be prepared to discuss community benefit. Look over the EFA report. August 7, 2017 is next meeting for the HTID with City Council regarding the Management Plan.

Meeting adjourned
Next meeting June 20, 2017