



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

**Healdsburg Tourism Improvement District
Meeting Minutes July 19, 2017**

Present: 235 Suites. H2, Haydon Street Inn, Camellia Inn, Duchamp, BW, Les Mars

Guests: Karen Massey, City of Healdsburg

Staff: Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

Financials/Minutes: M/Circe/2nd/Holly approved finances and minutes

Aspire Branding Report:

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

Looking to place: Family friendly lodging and recreation

Geiger:

No report

Tastemakers, etc.

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

Renewal of HTID:

Brian circulated HTID proposal suggesting 80/20% split with appointment of a subcommittee made up of reps from City Council, HTID, At Large to discuss grant proposals

Looking at transportation options using the Chariot service in conjunction with the city.

Need to get figures so we can see if feasible.

There will be more rooms coming on so we will need to market more (?)

Marketing should be more targeted

Discussion but no decision regarding shortening the term from 10 years to 5 years.

Also asked members to be thinking of tangible community benefits that HTID could contribute to for the duration of the new assessment district

The next meeting is August 15, 2017. 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