



**Healdsburg Tourism Improvement District  
Meeting Minutes August 15, 2017**

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

**Guests:** Councilmember Joe Naujokas

**Staff:** Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

**Financials/Minutes:** M/Aaron/2<sup>nd</sup>/Keren approved finances and minutes

**Aspire Branding Report:**

SacTown Magazine visited Brass Rabbit, Grape Leaf Inn, Single Thread, Jordan Winery. Leilani Labong wrote the article.

Looking for kid friendly lodging and activities

Huffington Post looking for family friendly

Alison is organizing a Fall vineyard tour Oct. 18-20 for immediate coverage

**Geiger:**

Itinerary almost completed

**Tastemakers, etc.**

Kathy is finishing up the video that contains pieces of each of the video woven together as a story Visit Healdsburg

**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

Looks like shuttle service is prohibitively expensive. Possible tweaking of routes may lower cost.

Marketing should be more targeted with more rooms coming on

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

Meeting with City Council is September 18, 6:00 pm. We need to get good supportive speakers there. Kathy to contact all of the businesses we have supported with advertising and marketing dollars to either speak or send letters and emails.



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

The next HTID regular meeting is September 19, 2017. Please be prepared to discuss community benefit, changes to the Management Plan , community forum.

Meeting adjourned 4:15