

HTID BOARD MEETING MINUTES
April 18, 2017

Directors Present: B. Sommer, Chariman; K. Babcock, K. Colsten, S. Fowler, H. Fox, , A. Krug, L. Lewand, C. Sher.

Others present: R. Berg, private citizen; Tom and Brenda Hearn, owners Bel du Jour Inn; Jim Nelson, acting GM and owners' rep, Duchamp Hotel; D. Hagele, City Council member.

Copies of the "Petition to the City of Healdsburg to Renew the Healdsburg Tourism Improvement District" were distributed by Brian Sommer. Discussion regarding the petitions and the City's position followed and Brian Sommer stated he will be talking to the attorney to specifically discuss the City Council's desire to reposition the 2% funding and the wording "anything that benefits tourism". He believes some of the City's stated points are incorrect and possibly cannot be accomplished legally and wants to have clarification. Discussion continued regarding the petitions. HTID needs to have 51% of the lodging properties agree to the petition and sign it and then they can go back to the City Council for approval. A contract has been prepared for necessary legal work with Civitas Group, Sacramento.

Minutes of prior meeting were reviewed. Keren Colsten made a motion to approve minutes as written; second by Holly Fox. Motion passed.

Financials were reviewed by Brian Sommer. Motion to approve made by Aaron Krug; second by Circe. Motion passed.

Kathy Babcock reviewed Aspire PR & Branding efforts and proposed campaigns. Hometown Healdsburg targeting locals only promotion and deals was discussed as well as expanding the HERO program. Other campaigns were briefly discussed e.g. Tastemaker campaign and possible winter event. Motion made for contract renewal with Aspire by Holly Fox; second by Keren Colsten. Motion passed.

Kathy also reported that Lisa Matson at Jordan Winery had asked her if she wanted to take some visiting travel writers on a hike. She did take them on a hike and then around Jordan.

Kathy also reviewed and discussed the advance media plan.

Discussion was held regarding the recent Geiger media tour. It was noted that the welcome reception was poorly attended and requested invitations be sent to all lodging properties in the future. Concern was expressed regarding the Geiger staff participating in the wine testing and Brian Sommer planned to discuss staff participation with Debbie Geiger. It was also requested that all hosts have itineraries in the future.

Discussion returned to the continuation of HTID and Brian Sommer mentioned that the new hotels that are going to be built in Healdsburg will more than double HTID funds and the question is "where do the additional dollars go"? It was suggested that they meet with each member of the Council.

There was no further business or discussion and the meeting adjourned at 3:40pm.