



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

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

**Guests:** Todd Everett, Ariel Kelly, Norman Krug

**Staff:** Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

**Financials/Minutes:** M/Krug/2<sup>nd</sup>/Farmer approved finances and minutes

**Aspire Branding Report:**

Planning a fall vineyard tour probably not more than one overnight

**Geiger:**

Waiting to hear back from them since the hurricane closed their offices

**Tastemakers, etc.**

Kathy sent a link to the final video for everyone to comment

**Renewal of HTID:**

Brian reported that the CC voted 5/0 to move forward on the Motion of Intent

Still holding to 80%/20% split, though may need to bargain to 75%/25% or 70%/30%

Discussion regarding shortening the term from 10 years to 5 years. Agreed to use as a bargaining chip.

Discussion regarding the need to market vs. the need to advertise. The opposition does not want further advertising buys. Kathy argued that it needs to be a balance of both advertising and marketing. When we are able to build the budget we will be looking at areas to cut back.

Ariel Kelly raised the issue of Latino workforce. It was explained to her that the Destination Development funds are restricted by making the nexus between lodging and how money is spent.

Meeting adjourned 4:15