



**Healdsburg Tourism Improvement District
Meeting Minutes October 17, 2017**

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

Staff: Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

Financials/Minutes: M/Krug/2nd/Farmer approved finances and minutes

Aspire Branding Report:

Planning for "Up from the Ashes" Tour

Geiger:

Bringing 10 media November 12-15

No final itinerary as of yet

Inns Tour (Dec. 10, 2-4 pm)

Participating Inns:

Bella Luna, Camellia, Haydon St., Calderwood, Grape Leaf, Inn on Plaza, Riverbelle Inn

Kathy will take care of postcards and signage

Media Plan

Kathy presented Q3, Sonoma.com, Media Plan Q1,

Renewal of HTID:

Brian has been meeting with select groups to discuss objections to renewal and suggestions to make changes that might be acceptable.

Getting a better feeling that CC is in favor of renewal, but cannot meet on terms for the Destination Development portion, Brian suggesting 80/20 split. CC pushing for a bigger chunk of the money.

Still don't seem to understand how the nexus between advertising and "heads in beds" needs to be made.

Meeting adjourned 4:15