



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

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

**Staff:** Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

**Financials/Minutes:** M/Fox/2<sup>nd</sup>/Colsten approved minutes  
M/Farmer/2<sup>nd</sup>/Krug approved financials

Brian Sommer explained Destination Development again and requested that someone from the Board write a job description for the Public Member of the DD Advisory Subcommittee. Circe Sher agreed to do this. Once this is complete Carla will advertise in the Healdsburg Tribune and through social media channels

Leah Gold will be the representative from the City Council to the Destination Development Advisory Subcommittee.

Circe Sher will be the representative from the HTID Board to the Destination Development Advisory Subcommittee

Brian said that the Board has agreed to support the 20<sup>th</sup> Annual Healdsburg Jazz Festival with a \$10,000 grant and Art After Dark with a \$10,000 grant. Both grantees will need to provide a written report explaining how the money was used to support lodging stays. M/Krug/2<sup>nd</sup>/Sher

Once the 3-person DD Advisory Subcommittee is available, a formal criteria for grants submittal will need to be written. Sonoma is a good example to work from.

**Kathy Babcock Marketing Report:**

**Aspire Branding Report:**

“Return from Ashes Tour” Alison brought several writers and bloggers to Healdsburg for a day/night stay.

**Geiger:**

Brought 10 media November 12-15

Debbie Geiger brought Mary Ann Andersen the following week for in-depth tour of the fire damage and how it relates to Healdsburg. She is the writer who covered the fires in Gatlinburg, Tn. Story running immediately following her trip in several national publications.



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

Board discussed continuing Geiger contract for one more year. Carla will ask Debbie Geiger for a proposal for two trips in 2018 similar composition as 2017.

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

Participating Inns:

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

Very successful.

**Media Plan**

Kathy presented Q1 media plan

Winecountry.com was discussed. It is expensive and many do not feel that HTID is benefitting from continued contract. Kathy explained that Tess Kofoid from winecountry.com uses different metrics to measure impact than we use on google analytics. Kathy will meet again with winecountry.com perhaps a different reporting method needs to be used.

Meeting adjourned 4:15

Next Meeting: January 16, 2017