



**Healdsburg Tourism Improvement District
Meeting Minutes January 16, 2018**

Present: Duchamp Hotel, Best Western Dry Creek Inn, Hotel Healdsburg, Les Mars Hotel, Councilmember – Leah Gold, H2hotel, Haydon Street Inn, Camellia Inn.

Staff: Kathy Babcock, Aleena Decker

Brian Sommer opened the meeting

HTID presented \$10,000 check to Healdsburg Jazz Festival

Financials: Not available. Will be reviewed at later date.

Minutes: Motion/Jason Farmer, 2nd/Keren Colsten

Old Business: Brian met with owners of 42 downtown parking spots to rent parking spots to make available for public. Parking spots are \$300 per spot. Brian will go back to negotiate a lower price.

Aspire Branding:

- Did well with Sonoma Pride.
- Camellia Inn in Luxe Getaway
- Majority agreed to let Alison focus on elements of the Healdsburg Jazz Festival
- HTID would like Alison to bring back trends report
- Initiatives: In favor of Sparkling Healdsburg for February.
- Ask Alison about LA reach

Geiger:

- Possibly focus on Healdsburg Jazz Festival
- HTID would like to see quarterly reports
- Update AARP mention
- Review of Healdsburg piece in American Art Collector Magazine.
- Tour Dates, March 26-29, work for everyone
- Would like writers from west coast
- Ask Geiger about LA reach

Media Plan:

- Kathy presented 2018 media plan
- Added Cal Alumni Magazine, Conde Nast, Bon Appetite, and Luxe Getaway
- Would like more pay to play services from WineCountry.com (stories, email blasts, etc.)
- San Francisco Chronicle insert coming out this weekend
- Social media report presented



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-Discussed possibility of hiring SEO company to bring more online traffic to Healdsburg.com. Kathy has reached out to 3 companies for proposals.

Destination Development Advisory Subcommittee:

-3 applications have been received so far for the Destination Development Advisory Subcommittee.

-Next step is to review applications and set up interviews, which Circe and Leah will coordinate.

Tastemakers:

-Kathy presented list of potential Tastemaker candidates.

-Goal is to select 6 candidates.

-List has been narrowed down to 9: Bergamot Alley, Moustache, Wilson Winery, Dragonfly Floral, Costeaux French Bakery, Front Porch Farms, Jimtown Store, Healdsburg Running Company, and Café Lucia.

Meeting adjourned 4:10 pm.