



**Healdsburg Tourism Improvement District  
Meeting Minutes February 20, 2018**

**Present:** 235 Suites, H2, Haydon Street Inn, BW, Les Mars, HH, Leah Gold-

**Absent:** Best Western

**Staff:** Kathy Babcock, Carla Howell, Alison Stout

Brian Sommer opened the meeting

**Financials/Minutes:** M/Aaron, 2nd/Holly

**Destination Development Subcommittee:** Leah Gold and Circe Sher announced that they have appointed Jan Morgan as member at large for the DD subcommittee. Jan is a retired pharmacist and newish resident to Healdsburg. Committee will meet quarterly unless noticed otherwise.

A description of the Destination Development Committee criteria for distributing grants is written and is now available on the healdsburg.com website along with grant applications.

Destination Development projected for 2018 to be \$210,000

Funded or promised funding: Healdsburg Jazz Festival funded \$10,000, Art After Dark (\$10,000 not funded yet)

Possible projects to fund: Prune Packers, Cerri Building/Farmers Market, Raven Theater

**Aspire Branding Report:** Alison Stout was present to discuss the criteria for filming of the Bachelor/Bachelorette. After much discussion it was determined by the board that program is asking for more than Healdsburg can deliver so we said no thank you. Alison suggested that the board choose Peter Greenberg's radio travel program. He wants to come the weekend of April 26-28. This Passport and not a great time. Alison will check on the timing and other needs. The cost for the program is \$4000 plus lodging and technical support.

**Geiger:** Next trip if March 26-29. HTID asked for 10 journalists with a focus on the Los Angeles market. Board expressed that Geiger needs to use more diverse number of restaurants, wineries and attractions.

**Kathy Babcock Marketing Report:**

**Media Plan**

Board agreed to drop Winecountry.com

Kathy said that the partnership with the Jazz Festival will include digital spots on 7X7, Modern Luxury. She is also adding Bed & Breakfast.com to the ad mix



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

**Tastemaker:**

Kathy said that the next round of Tastemaker videos will be Bergamot Alley, Moustache, Dragonfly Floral, Costeaux French Bakery and Café Lucia with the possibility of adding Healdsburg Running Co., Spoke Folk Cyclery, Russian Riverkeeper if DD funds can be used.  
Proposed Tastemaker Gala or event TBD.

Parking: We are still waiting to hear from Dustin Valette regarding parking on the lot on Healdsburg Ave.

PR Subcommittee: Brian and Holly will meet to determine PR needs. Report at March meeting

Meeting adjourned 4:15

Next Meeting: March 20, 2018