



**Healdsburg Tourism Improvement District  
Meeting Minutes  
August 21, 2018**

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

**Guests:** Jan Morgan, Leah Gold

**Staff:** Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

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

**Occupancy Report:** Much discussion and disagreement with figures submitted by the City Finance Dept. Carla and Brian will contact Heather to figure out where the numbers are generated.

**Destination Development Grants:** Subcommittee recommended funding Corazon "Day of the Dead" Celebration and video, Raven Performing Arts Theater, Alexander Valley Film Society, Healdsburg Museum. Total grants, \$44,500.00

**Aspire Branding Report:** Alison will be at the next meeting in September to discuss results from "Women Who Flourish" themed fam trip.

**Geiger:** Scheduled for one more trip 2018 November 12-15. Sustainable vs. Biodynamic Carla sent out request for rooms. Geiger also sent a quarterly report

**Kathy Babcock Marketing Report:**

**Media Plan:** Historic Inns Tour scheduled for Dec. 16, 2-4pm

**Tastemaker** Additional \$7500 will create 8 short videos, better for Instagram  
Barbara Bourne will be doing some still photography for new Tastemakers print ads using chamber contract

**Marketing Subcommittee:** Holly, Brian, Tom continue to meet with Chamber Marketing subcommittee. Question: Regional vs. National? Pull back on traditional advertising and marketing increase digital and social media buys? Reevaluate all existing contracts

**Destination Development:** Applications are open until Jan. 31, 2019. Committee will discuss in February and grant in March 2019