



**Healdsburg Tourism Improvement District
Meeting Minutes
September 18, 2018**

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

Guests: Assistant City Manager, Joe Irvin

Staff: Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

Financials/Minutes: M/Fox/2nd/Krug

Occupancy Report: Brian Sommer has asked Heather Ippoliti from the City for a detailed explanation of how they record occupancy and will report back

Destination Development: Discussion for everyone's understanding of where the DD funds (22.5%) come from (the 2% HTID Assessment) Asked discussed and approved the extension of the at-large DD Committee rep to 2-yr. term

Aspire Branding Report: Alison discussed another FAM trip to take place in November. Brought a bound book containing all of the press clippings, etc. she generated this year.

Geiger: Scheduled for one more trip 2018 November 12-15. Sustainable vs. Biodynamic. Shed will host a discussion panel regarding topic and include growers, winemakers, etc.

Kathy Babcock Marketing Report:

Media Plan: 2019 budget not finalized

Tastemaker: Barbara Bourne doing still photography for Tastemaker

Marketing Subcommittee: Holly, Brian, Tom continue to meet with Chamber Marketing subcommittee.
More social media and digital content. Kathy has interviewed 3 companies who will present at the October meeting. Committee is looking for ways to measure targeted advertising
Discussion around the need for two PR agencies. If one could be eliminated more dollars could be directed toward digital marketing. It was discussed that if Geiger is eliminated there will need to be a budget allocation for airfare for national coverage.