



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

**Present:** Aaron Krug, Jason Farmer, Leah Gold, Brian Sommer, Steve Fowler, Tom Nelson, Lucy Lewand

**Absent:** Joe Irvin, Circe Sher, Holly Fox, Keren Colsten

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

Brian Sommer opened the meeting

**Minutes:** M/Farmer/2nd/Krug

**Financials:** M/Farmer/2nd/Nelson

**Occupancy Report:** none presented

**Aspire Branding Report:** Alison was present and talked about the upcoming year and suggestions for themes, including "Iron Man", "Wine and Wellness", "Smell the Roses"

She reported that Liam Mayclem from KCBS toured DaVero, Hotel Healdsburg and H2, Madrona Manor on November 9.

Pending coverage among others Diablo Magazine, Sunset Magazine, Marin Magazine, North Bay Biz.

**Geiger:** Had a successful trip in November. Brian met with Debbie Geiger to discuss proposal for next year explaining that the budget was being redirected from FAM trips to more digital advertising. Is Geiger able to adapt to this? Debbie will send a proposal including working with Engine is Red for digital.

**Engine is Red:** will provide ROI, digital media production, data tracking on digital ads approximate budget \$118,000. Ready for start in January

**Kathy Babcock Marketing Report:**

**Media Plan:** 2019 budget needs to be finalized for Kathy to commit advertising

**Tastemaker:** Three new videos in production: Rafanelli Winery, Corazon/Day of the Dead celebration, Alley 6 Distillery



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

**Gala:** Responses from Amber and Marisa so far.

**Marketing Subcommittee:**

Brian, Holly and Tom participating in the workshops with Chamber and Engine is Red. Strategic Plan ready for January. Engine doing survey and interviews currently. Cost not to exceed \$30,000

**Gala:** No report

**Destination Development:** Applications are open until Jan. 31, 2019. Committee will discuss in February and grant in March 2019. Carla will send press release to Healdsburg Tribune.