



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

Present: Aaron Krug, Jason Farmer, Leah Gold, Brian Sommer, Steve Fowler, Tom Nelson, Lucy Lewand, Circe Sher, Keren Colsten, Holly Fox

Absent:

Staff: Kathy Babcock, Carla Howell

Brian Sommer opened the meeting

Minutes: M/Krug/2nd/Colsten

Financials: M/Sher/2nd/Nelson

Occupancy Report: none presented

District Development: Carla has sent a press release to the Tribune indicating that the funding cycle is open until Jan. 31, 2019, She also shared the report from the Alexander Valley Film Festival regarding the impact of the grant funds they received. After seeing the report Keren Colsten volunteered to produce a form modelled on the report to be sent to the other grantees

Aspire Branding Report: The group discussed using some of the themes suggested by Alison for fam trips in 2019. Alison's contract was renewed for \$48,000 plus expenses.

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

Geiger: Will do one scheduled trip in 2019 with a mid year determination if there is budget and desire to add another trip.

Engine is Red: currently working with HTID/Chamber group for branding. Will start contract with digital advertising for HTID when this is complete (February)

Kathy Babcock Marketing Report:

Media Plan: 2019 budget in draft form. Presented with additional dollars diverted to digital

Tastemaker video: Unfortunately, the Corazon video was shot during the Butte fire so the images aren't brightly colored as we had hoped for. Kathy will check with Colin to see if he has other footage that can be inserted.



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

Gala: Responses from Amber and Marisa so far. Brian, Keren and Circe will be the subcommittee working on the Gala

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 Still in progress

Kathy is working on a Valentine's Run for the "Warehouse District" behind city hall and the Chronicle insert

Keren suggested looking a "Visit Widget" an itinerary planner

Next meeting: January 18, 2019