



**Healdsburg Tourism Improvement District
Meeting Minutes
January 15, 2019**

Present: Jason Farmer, Leah Gold, Brian Sommer, Tom Nelson, Lucy Lewand, Circe Sher, Holly Fox

Absent: Aaron Krug, Keren Colsten

Staff: Kathy Babcock, Carla Howell

Holly Fox opened the meeting

Minutes: M/Farmer/2nd/Nelson

Financials: M/Farmer/2nd/Nelson

Carla reported that the HTID funds from November and December 2018 have not been released

Occupancy Report: none presented

District Development: Carla announced that the application period is open until 1/31/19. Several groups have already applied or were held over from the previous round of applications. There are still several groups that have indicated that they are interested in applying however, they haven't yet. Carla has sent the required reporting form to all of the former grantees. There is \$58,000 remaining in the DD funds. Leah asked for a listing of all grant applications and the amount applied for when the period closes. There was discussion again about using DD funds for HTID. This needs to be clarified as there is no mechanism for applying for and receiving the funds. Leah stated that the funds are to be used for "enhancing the visitor experience".

Aspire Branding Report: Alison submitted a written report. Future coverage appearing in Sunset Magazine "A Day in Healdsburg". The Females Who Flourish trip is also starting to show promise with articles soon to appear in Diablo Magazine, Marin Magazine and North Bay Biz.

Geiger: Board liked Geiger suggestion that the next trip be themed like the Fall trip had been. Asked for some suggestions from Geiger and board will also make suggestions for themes. Everyone agreed mid-March, mid-week would work best for next FAM trip, as after this it starts to be too busy. Carla reminded everyone that they can send press release worthy info to Geiger for them to send out, and that Debbie Geiger can be available for a planning meeting if the board feels this is necessary. Several board members indicated that if there is money in the budget they would like to add another tour with Geiger in the fall.



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 has asked the Healdsburg Museum for historical photos that might be inserted into the video. She has also asked for any video footage that Corazon may have that can be inserted.

Gala: Brian, Keren, Circe and Kathy will be the subcommittee working on the Gala. Looking for January 24, 25, 2020 for the Gala events. Kathy would like to include Alison at some point in the Gala meetings so she can start the PR. The Engine is Red will also be brought in at a later date.

Marketing Subcommittee:

Brian, Holly and Tom participating in the workshops with Chamber and Engine is Red. Strategic Plan ready for January. Engine doing 2nd round of survey and interviews currently. Cost not to exceed \$30,000. Carla clarified that this is not the contract between HTID and Engine. This is being paid for by HTID, Chamber and Winewalk funds with the goal of benefitting overall business and economic development in Healdsburg. The second contract between Engine and HTID has not been drawn yet. This contract will involve a digital advertising strategy.

Kathy is working on a Valentine's Run for the "Warehouse District" behind city hall and the Chronicle insert. The Chronicle insert will appear in the Sunday January 20, 2019 issue. There will be overruns of the insert available the following week.

Kathy asked if the date for the next HTID meeting could be changed. Board agreed that the meeting would be changed to February 13, 2019 at 2:00 pm.