

## HEALDSBURG TOURISM IMPROVEMENT DISTRICT

Minutes Meeting May 21, 2019

Holly Fox called the meeting to order

### **Engine is Red Branding Campaign:**

Katerina, Windy and Ali representing the Engine is Red presented via video. They reported on the progress with the digital marketing campaign for #stayhealdsburg. One finding is that Facebook is better than Instagram at reaching and attracting interest. Since it is early in the campaign it is also too soon to tell real strengths. Main response has come from (ranked) San Francisco, Oakland, Dallas, Sacramento, Denver. They will pause in June and continue the campaign in September. David Mickaelian asked if there is a way to combine this campaign with other efforts such as the Healdsburg Running Company. The answer is that as the campaign grows outreach will be made with other businesses in Healdsburg, especially those that create demand for overnight stays. It was suggested that a one-sheet be created that informs businesses about #stayhealdsburg so the hashtag starts to be used.

### **City Manager Report:**

David reported that the North Area Plan was adopted and if there is a hotel in the proposal it will need to have a specific plan. The city is purchasing 23 units of existing low- income rental housing (apartments) using 1M dollars from the TOT Measure S funds. The city council also adopted new guidelines for accessory dwelling units lowering fees and increasing allowable square footage.

### **Chamber Report:**

Alan Baker reported that the search firm Leap Solutions has about 33 resumes that they are processing for candidates for the Executive Director position. The board would like to have someone designated by mid-July.

**Minutes from April 16 and Financials from April 30, 2019:** Motion to approve/Tom Nelson, 2<sup>nd</sup>/Circe Sher/ unanimous approval

**Destination Development:** Carla reported that several organizations are asking about when the grants applications will be accepted. Leah Gold from the Destination Development Committee said that the application process can be opened now with a close of July 1, 2019, announcement of grantees August 2019, funding September 2019.