



**Healdsburg Tourism Improvement District
Meeting Minutes
June 18, 2019**

Present: Keren Colsten, Jason Farmer, Holly Fox, Tom Nelson, Circe Sher, Brian Sommers

Guests: Alan Baker , Leah Gold, Eric Markson, David Mickaelian,

Absent: Aaron Krug

Staff: Kathy Babcock

Holly Fox opened the meeting.

City Manager Report: Holly welcomed David Mickaelian. He gave the group an overview of the Emergency Preparedness brochure that was recently mailed out to the residents.

- David asked that a subcommittee be formed to include city staff, the Chamber, and HTID to develop plans for PR, keeping businesses informed, sand bag distribution and cleanup, and protocols.
- **Action Item:** David and Holly will schedule a meeting.

David reported that Montage Resort's goal is to open by Fall 2020. He also mentioned that the council-approved NEAP may be delayed due to lawsuits. The Council will now be "dark" until August.

David reported about the upcoming speaker series and the City Talk at the community center regarding land use code.

Chair of the Chamber: Alan Baker gave an update regarding the executive director search.

Eric Markson asked the group to consider new language regarding the HTID. **Action Item:** Holly will reach out to Civitas for clarification as it relates to Eric's suggestion.

Wagstaff PR firm gave a presentation regarding their capabilities. They mentioned that they would like a one-year contract, with costs between \$7,500-\$8,000/month.

Minutes and Financials: May 2019 meeting minutes and financials were reviewed and approved: M/Nelson, 2nd/Sommers



Action Item: Holly will reach out to Aaron Krug regarding functioning as the “treasurer” of the group to get better financial metrics for review.

Destination Stewardship – As a followup from the negative feedback received from Councilman Najokas, there was discussing regarding what this group is doing regarding destination stewardship. The group agreed that the definition of a “sustainable community” needed to be defined, and we will add it to the agenda for July discussion.

Action Item: On a quarterly basis, the president of this group, Holly Fox, will submit an article/letter to the Healdsburg Tribune, highlighting positive steps we are taking and what we are doing to for the community.

District Development Projects: Kathy mentioned that two new submissions have been received for the next round of grant proposals. Leah Gold left early and had nothing to add.

There was discussion regarding holding funds in order to make a larger, more significant grant.

Marketing Update: Kathy presented the report from Aspire, and noted that there were only a couple of new items that had not been previously presented on her report.. She also said that Alison will be bringing a FAM trip in the first part of September, with the help of Jordan Winery.

Digital results were also noted, with the largest segment being women (69%), and most viewed posts focusing around cocktails/food.

Tastemaker video/Engine: Kathy has received the 12 short video (30 second , 60 second) and will distribute them to the board for input before releasing them to the group.

Gala: Kathy is working with a designer on the logo for the Healdsburg Maker + Mixer in January, 2020. For the gala on Saturday, January 26, 4-6 pm, **Action Item:** Jason will work up some numbers regarding the rental of the Harmon Guest House Rooftop and food numbers for presentation at the July meeting.

Kathy and Holly will also be meeting with the Healdsburg High School principal regarding potentially using culinary students to help with the serving at the gala, as well as potentially being on of the recipients of fundraising portion of the event.

Meeting Adjourned: 4:10 pm