



**Healdsburg Tourism Improvement District
Meeting Minutes
July 16, 2019**

Present: Keren Colsten, Holly Fox, Aaron Krug, Tom Nelson, Circe Sher, Brian Sommers
(via telephone)

Guests: Alan Baker, David Mickaelian

Absent: Jason Farmer

Staff: Kathy Babcock

Holly Fox opened the meeting and mentioned that Tom would help maintain the time limits designated on the agenda, and Aaron has been working with Holly on the financials.

Minutes and Financials: June 2019 were reviewed and approved. Motions: M/Nelson,
2nd/Sher

Aaron mentioned that Sonoma County is performing behind 10 counties in the Bay Area. The question was raised whether we need to readjust or reallocate our expenditures. It was noted that better metrics would help us understand where we should be spending our resources. **Action Item:** Holly will call a budget meeting for August to discuss expense allocations for the next six months.

Mid-Year Budget Reassessment: Holly and Aaron met and noted that regarding expenses, we are on track. Income has grown approximately 11% Y/Y, but 14% behind forecasted growth.

City Manager Report: David Mickaelian reported that public works sessions are being scheduled. The North Entry project is progressing to include 200 independent living units, 100 affordable housing units, and potentially a 120-room hotel.

David reported on his tour of Montage, and it was noted that their opening date goal is September 2020.

David brought up that the city receives regular contacts about special events, and would like feedback from this group regarding developing a strategy for how the city handles requests for resources from outside events.

Action Item: Holly will follow up with David on the city's strategy regarding outside events.



Page Two

The potential for the Cerri building, as a permanent events facility (e.g., farmers' market, etc.) was discussed.

Chamber Board Chair: Alan Baker announced that Tallia Hart has accepted the position of CEO of the Chamber, and will begin on September 3. Her past experience includes San Francisco, San Rafael and Irvine. It was noted that she will move to Healdsburg. David Mickaelian suggested that she should be given latitude to do her job, and not be reined in. He feels like she could be a significant part of positive change for Healdsburg.

Emergency Communications: David Mickaelian, Holly, Alan Baker and Rhea (City Employee) met to discuss a communication strategy for during and after an emergency. They will be 1) developing a plan, 2) establishing the focus of the communication (event specific), 3) developing a before, during and post event approach, 4) finding the best way to leverage resources (i.e., using the HTID's PR contacts), to include the city conducting training or classes, including business-focused training. David suggested that members of the police and/or fire department should also be included in the the development of these plans.

Action Item: Holly will put together a task force from HTID, members of the chamber, downtown business district and non-chamber members to discuss.

HTID/Chamber Relationship Update: Holly and Alan Baker had a conference call with Civitas. It was confirmed that the correct term for the HTID is a "sub-committee" of the Chamber.

Members are responsible for how the money is spent. The Chamber has oversight responsibility to make sure the spending is in accordance with the law. The contract is between the City of Healdsburg and the Chamber and requires that the HTID be managed by a non-profit (Chamber).

Destination Stewardship – Holly met with Sonoma West Publishers and they suggested we could advertise in a supplement or sponsor a special section.

Action Item: Holly will get media kit for Kathy to review.

District Development (DD) Projects: DD funds and how they are spent was discussed. It was suggested that we set goals and metrics regarding these funds. Circe suggested we build a calendar of events that we sponsor to help illustrate what we are doing for the community. It was also suggested that the grantee should, as a requirement for the grant, be required to provide photos for our PR efforts.

Marketing Update: Kathy reviewed the Aspire report, noting that most upcoming media is scheduled for the fall. Alison is also coordinate a FAM trip with Jordan Winery. Invitations have been sent to LA media for September 10-12.

Geiger's reported developing various reports and lists. **Action Item:** Kathy will ask for copies of the reports they referenced in their activity report.. It was also decided that due to a shortfall of funds, the fall FAM trip would be postponed.



Page Three

There was discussion about potentially targeting wedding planners, noting that wedding business is down. **Action Item:** Tom will talk to Alison regarding putting together a wedding planner FAM tour.

Gala Update: Jason got back with Kathy with venue costs for the Tastemaker Gala. It will be \$25 pp, to include one drink. We also suggested that the Tastemakers might want to sponsor a tasting table at the gala. Circe offered that the gala needs to be more fun, in order to get more traction. Kathy reported that she and Holly met with the director of culinary arts at the Healdsburg High School. It was suggested that the culinary students could be the serving staff at the gala, or even potentially make apps to pass. It was confirmed that the charity beneficiary will be the Healdsburg High School culinary arts program. **Action Item:** Kathy will schedule a meeting with the gala sub-committee to brainstorm and finalize more fun!

Advertising Update: Kathy noted that the media plan has not changed. Tom suggested that we consider Pandora. **Action Item:** Tom will get a media kit from Pandora and share with Kathy.

Social Media: The Engine is Red's contract for social media was extended until 8/11/19. In the meantime, Kathy got recommendations from Lisa Matson for a social media manager. Amy Liebarfarb was recommended and offered a proposal. The group discussed the proposal and asked for 1) sample posts for a lodging, event and dining (may be fake posts), 2) references.

The group also agreed that the social media contract should include that the HTID will own all photos/videos, and may also include that the job would be an "ambassador" to meet with business on behalf of the HTID, to garner support for #StayHealdsburg.

Holly distributed cards to the board to raise awareness among local business regarding #StayHealdsburg. Developing a similar card for guests was also discussed.

Meeting Adjourned: 4:10 pm

Respectfully Submitted, Keren Colsten