Board of Directors Meeting Minutes

Thursday, February 15, 2024 – 8:15 am
219A Healdsburg Ave, Healdsburg, CA 95448

Board Members Present: Beryl Adler, Katie Ambrosi, Nancy Brandt, Mike Brennan, Maggie Curry, Erika Dawkins, Heidi Dittloff, Doug Kaminski, Aaron Krug, Katy Nestor, Jim Heid, Circe Sher
Board Members Absent: Bill Smart
Chamber Staff Present: Tallia Hart, Jessica Bohon, Wavanie Henry, Amanda Parks
Public Present: Chris Van Den Heuvel, Evelyn Mitchell

<u>**CLOSED SESSION - CHAMBER AGENDA ITEMS:**</u>
Closed Session Called to Order: 8:17 am
Closed Session Adjourned: 9:20 am

<u>**PUBLIC SESSION - HTID AGENDA ITEMS:**</u>

- **Meeting Called to Order**: 9:21 am
- **Public Comment:** None
- **Motion to Approve Consent Calendar**
  Motion: Doug Kaminski | Second: Aaron Krug | All approved.
- **HTID Finance Committee Update**
  - There's plenty of money in the bank.
    - 88% of that is earning a nonprofit partner bonus at Summit State Bank
  - The January Healdsburg Promotional Assessment collection (for November 2023 stays) was almost 9% higher than expected.
    - Actual $92,442 vs. Projected $85,000
  - In anticipation of approval by the board, the statement titled 02 HTID IncExp Budget 2024 compares current results to 04 HTID 2024 Budget Ver6.
  - Overall – On track and off to a good start!
  - **Motion to approve January HTID Financials**
    Motion: Maggie Curry | Second: Heidi Dittloff | All approved.
  - **Motion to approve the updated 2024 HTID Budget**
    Motion: Doug Kaminski | Second: Aaron Krug | All approved.

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- **District Development Committee Update**
    - The applications for grants supporting events May - October, 2024 are currently open and the District Development Committee will be reviewing the applications on March 20 in preparation for the March board meeting.
- **HTID Marketing Committee Updates**

    Current Projects Updates:
    - *Meeting with Lodging Partners* - Since the last meeting, Jessica has found the owners of all the rentals in town and will be reaching out to get more information so we can include them on the website.She is also scheduling calls and meetings with all the lodging partners to build a comprehensive database that lists the exact amount of rooms, meeting spaces, etc.
    - *Update on RFP for Digital Marketing Services* - Jessica has met with a couple different agencies and they will be submitting all proposals by the end of the month. This includes the agency for Visit Carmel, Visit Laguna Beach, and Travel Paso.
    - *Trade Show Booth Designs* - The committee has decided on a trade show booth style and we are just finalizing the artwork.
    - *Brand Video Complete* - Since we last met, the brand video is now complete and final. Jessica will send it to the board.
    - *Partnership with Healdsburg Wine & Food Experience* - Jessica is working with the Healdsburg Wine & Food Experience to figure out Stay Healdsburg's presence. Ideally, we will sponsor one of the lounge areas.
    - *Season to Sparkle* - The committee is starting to work on the holiday activations, including the Season to Sparkle. We will create a full marketing and communications plan around the season and include all businesses in town. The idea is to create an entire season where something is happening everyday, whether it is events, special deals, special menu items, etc. We are also working on a multi-night overnight incentive option.
    - Jessica will be presenting the annual report for HTID to the City Council on April 15, 2024.

- **PR Update:**
  - June FAM Trip - June 25 - 28
    - We are planning to make this a kick off for the Season to Sparkle so the journalists have enough lead time.
    - Goal is 5 journalists
  - Social Media Services Transition to J/PR
    - We are in the process of transitioning all social media services (paid and organic) to J/PR. Daya Media Marketing will still be doing the organic stories.
  - Visit California SF Media Reception - April 11
    - Stay Healdsburg was chosen to attend the San Francisco Media Reception. We are still waiting to hear additional details on the format and location.

Public Session Adjourned: 9:48 am