

**Healdsburg Tourism Improvement District**  
**Healdsburg Chamber Office**  
**AGENDA**  
**June 20, 2017**

**Call to Order:**

**Approval of Minutes Meeting April 18, 2017**

**Approval of Minutes Special Meeting May 9, 2017**

**Approval of Financials**

**Marketing Section- Board Meeting 6.20.17**

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trending/Hot Topics
- National Pitch (Sustainable Tourism)

Geiger PR

- Next Tour Dates
- Number of Journalists
- Other Directives
- Itinerary Development

Advertising/Media Plan

- Media Plan 2017
- Social Media
  - Editorial Calendar and Postings
  - Results
  - Campaign Idea

Tastemaker Campaign

- Additional Tastemakers' Videos
  - Status
- Main Video
  - Cast/"Subjects"
  - Status
  - Timeline
- Existing Videos
  - Edits

Healdsburg Tourism Improvement District Assessment

Next Steps

Contract/Scope of Work w/ Rob Eyler

Good of the order

Adjournment

Next meeting July 17, 2017