

**Healdsburg Tourism Improvement District**  
**Healdsburg Chamber Office**  
**AGENDA**  
**July 18, 2017**

**Call to Order:**

**Approval:**

**Minutes Meeting June 20, 2017**

**Financials**

**Renewal of Assessment District: Brian Sommer**

**Ideas for Community Benefit**

**Rewrite of Management Plan**

**Next steps w/City Council**

**Marketing Section- Board Meeting**

Let's Talk Tourism

- Dates Announced, SCT
- August 10, Villa Chanticleer, 8:30-10 am

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trending/Hot Topics
- Sustainable Tourism

Geiger PR

- Next Tour Dates – Nov. 13-17
- Number of Journalists
- Other Directives
  - Must have been published in past 6 months
- Itinerary Development
  - New places to consider showcasing

Advertising/Media Plan

- Media Plan 2017
- Results
  - winecountry.com and sonoma.com for Q2
- Social Media
  - Editorial Calendar and Postings  
(Instagram delegate to Aleena)
  - Results
  - Campaign  
“Picture Yourself in Healdsburg”  
Holidays in Healdsburg focus, Q4

Tastemaker Campaign

- Existing Videos
  - Edits Completed
- Additional Tastemakers' Videos
  - Posted  
Todd Knoll, Jordan Winery  
Lucy Lewand, Camellia Inn
- Main Video
  - Status
  - Timeline

Handouts: Google Analytics  
Most recent coverage "About Town" Magazine

Next meeting: August 15, 2017