

**Healdsburg Tourism Improvement District  
Healdsburg Chamber Office  
AGENDA  
August 15, 2017**

**Call to Order:**

**Approval:**

**Minutes Meeting July 18, 2017**

**Financials**

**Renewal of Assessment District: Brian Sommer  
Discussion regarding Destination Development  
Rewrite of Management Plan  
Next steps w/City Council**

**Marketing Section- Board Meeting**

**Marketing Section- Board Meeting 8.15.17**

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Nov. FAM Tour

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
  - Change in Speed RFP
  - New Ads in Rotation
  - SF Chron, CA Wine Month
  - winecountry.com newsletter buy-out, Q3 and Q4
- Social Media
  - Editorial Calendar and Postings
  - Results
  - Campaign
  - “Picture Yourselfie in Healdsburg”
  - Holidays in Healdsburg focus, Q4

Tastemaker Campaign

- Existing Videos
- Main Video
  - Status
  - Timeline