

Healdsburg Tourism Improvement District
Healdsburg Chamber Office
AGENDA
September 19, 2017

Call to Order:

Approval:

Minutes Meeting August 15, 2017

Financials

Renewal of Assessment District: Brian Sommer

Eyler Report

City Council/update of public hearing 9/18

Marketing Section

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Nov. FAM Tour (Hidden Treasures)

Geiger PR

- Next Tour Dates – Nov. 13-17
- Number of Journalists – Room Requests
- Itinerary

Dine Around – Dec. 6,7 and 13, 14

Historic Inns Tour – Dec. 10 (2-4 pm)

- Participating Inns

Advertising/Media Plan

- Media Plan 2017
 - SF Chron CA Wine Special Section
 - Eliminated remaining Speed RFP
 - Change Out Cork & Fork
 - winecountry.com Quarterly Newsletter Buyout
 - Touring and Tasting e-Blast
 - Media Plan Development 2018
 - Sonoma County Guide 2018
 - Contingency Fund
 - Social Media
 - Editorial Calendar and Postings
 - Results
 - Campaign
- Holidays in Healdsburg focus, Q4

Tastemaker Campaign

- Main Video