

Healdsburg Tourism Improvement District
Healdsburg Chamber Office
AGENDA
November 21, 2017

Call to Order:

Approval:
Minutes Meeting October 17, 2017
Financials

HTID Assessment District Renewal Update: Brian Sommer

Marketing Section- Board Meeting 11.21.17

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Nov. 30- Dec. 1 Fam Tour (Rising from the Ashes)

Geiger PR

- Comments Nov. 12-15 Tour
- “Individual” Fam Tour Nov. 18-21
-Mary Ann and Roy Anderson,
Syndicated Travel Journalist and Photographer

Dine Around – Dec. 6,7 and 13, 14

Historic Inns Tour – Dec. 10 (2-4 pm)

- Participating Inns:
Bella Luna
Calderwood
Camellia
Grapeleaf
Haydon Street
Riverbelle
- Collateral, signs, wristbands
- Food Delivery to Food Bank

Advertising/Media Plan

- Media Plan 2017
-Addition of SF Chron 2 full page (one in insert)
plus story studio
- Results
-sonoma.com Q3
-tripadvisor.com
-internal
- Media Plan Development 2018
-Q1
- Social Media
-Results
- Tastemaker Main Video
-Status
-Distribution via WineRam
- Poppy Awards