

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

Call to Order:

Approval:

Minutes Meeting November 21, 2017
Budget/Financials

Marketing Section- Board Meeting 12.19.17

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Results – Rising from the Ashes Tour

Geiger PR

- Proposal/Contract 2018
- Dates Requested
- Results Reporting

Dine Around – Dec. 6,7 and 13, 14

- Turnout - Comments

Historic Inns Tour – Dec. 10

- Turnout - Comments
- Food Delivery to Food Bank

Advertising/Media Plan

- Media Plan 2018
 - New Additions
 - Video Production
 - Contingency
 - Community-related buy
- Results
 - internal
 - winecountry.com
- Social Media
 - Results
- Tastemaker Main Video
 - Distribution via WineRam

Revised District Management Plan-final