

**Healdsburg Tourism Improvement District  
Healdsburg Chamber Office  
AGENDA  
February 20, 2018**

**Call to Order:** Brian Sommer

**Approval Minutes from January 16, 2018**

**Approval of Financial Statements ending 1/31/18**

**Discussion regarding possible month to month rental of parking lot from Dustin Valette and Craig Ramsey, continued**

**Aspire PR**

- Recent Media Coverage
- Upcoming Media Coverage
- Trends
- LA Fam Tour
- Greenberg Segment
- Bachelorette Media Production

**Geiger PR**

- Next Tour Dates – March 26 – 29  
-West Coast Focus
- 2018 Reporting

**Advertising/Media Plan**

- Media Plan 2018  
Changes/Additions
- winecountry.com  
-Newsletter Buyout
- Social Media  
-Results
- Video Production  
Tastemaker Nominees  
Vetting/Voting
- Tastemaker Extensions  
Gala  
Other

**Destination Development:** Designation of public member for advisory board, Leah Gold and Circe Sher  
Discussion of DRAFT language for DD Grant Application process

**Adjournment**