

Healdsburg Tourism Improvement District
Healdsburg Chamber Office
AGENDA
January 16, 2018

Call to Order: Brian Sommer

Check presentation to Healdsburg Jazz Festival (Jessica Felix, Gina Riner)

Approval Minutes from December 19, 2017

Approval of Financial Statements ending 12/31/17

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

Marketing Section- Board Meeting 1.16.18

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- 2018 Press Release and Pitch Ideas

Geiger PR

- Next Tour Dates Selection, March 25-28 or March 26-29?
- 2018 Reporting

Advertising/Media Plan

- Media Plan 2018
Changes
SF Chron Insert – Jan 21
- winecountry.com
- Social Media
-Results
- Video Production
Tastemaker Nominees
Vetting
- Tastemaker Extensions
Gala
Other

Announcements