

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

**Call to Order:** Brian Sommer

**Approval Minutes from February 20, 2018**

**Approval of Financial Statements ending 2/28/18**

**Marketing Section- Board Meeting 3.20.18**

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trends
- Greenberg Segment

Geiger PR

- Next Tour Dates – March 26 – 29
  - Itinerary
  - Journalists' Rooms
  - HTID Attendance

Advertising/Media Plan

- Media Plan 2018
  - Changes/Additions
- Digital Results
  - Trip Advisor
  - SF Mag, Luxury Mail e-mail
  - 7 X 7, e-Newsletter
- Social Media
  - Results
- HTID Logo Development
- Video Production
  - Usage by Others
- Tastemaker Extensions
  - Gala
  - Other

Subcommittee Report

Appointment of Vice-Chair

Addition of Board Member

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

Announcements

Adjournment