

**Healdsburg Tourism Improvement District**  
**Healdsburg Chamber Office**  
**AGENDA**  
**May 15, 2018**  
**2:00 PM**

**Call to Order:** Brian Sommer

**Approval Minutes from March 20, 2018 ( no meeting in April)**

**Approval of Financial Statements ending 4/30/18**

**Marketing Section- Board Meeting 5.15.18**

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trends
- Greenberg Segment – (April 27)  
-comments/concerns

Geiger PR

- Q1 Media Coverage
- November Tour  
-feature sustainable vs. biodynamic

Advertising/Media Plan

- Media Plan 2018
- Digital Results  
-Trip Advisor  
-Bedandbreakfast.com
- Social Media  
-Results
- SEO – Service Cancellation
- Video Production  
-Dates: May 28, 29, 30  
-Details: releases, call sheet, scripting
- Tastemaker Extensions  
Gala, Jan. 2020  
-Subcommittee  
- Event Specialist
- Other  
-District Development Projects and funds collected  
-Comedy Festival (Cory Loykasek) - summer

Adjournment