

**Healdsburg Tourism Improvement District**  
**Healdsburg Chamber Office**  
**AGENDA**  
**September 18, 2018**  
**2:00 PM**

**Call to Order:** Brian Sommer

**Approval Minutes from 8/21/2018**

**Approval of Financial Statements ending 8/21/18**

**Occupancy Report:** Brian Sommer

**Informational report on District Development:** Leah Gold

**Marketing Section- Board Meeting 9.18.18**

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Fam Tour: "Females Who Flourish" in Healdsburg (Recap)
- Trends

Geiger PR

- November Tour – Nov. 12-15
  - feature sustainable vs. biodynamic
  - Possible Venues
  - SHED venue for journalist dialogue

Advertising/Media Plan

- Media Plan 2018
- Media Plan 2019
  - Budget
  - Digital Platform
- Social Media
  - Results
- Video Production
  - Day of the Dead
  - 2 Additional Tastemakers
  - Shorter versions
    - In Process
  - Still Photography
    - Barbara Bourne
- Tastemaker Extension
  - Gala, Jan. 24 & 25, 2020
  - Possible Date Change
  - Charity
  - Duration
  - Price Point
  - Sponsorships
  - Awards
  - Event Specialist Selection (RFP Due Nov. 13)
    - So Eventful
    - Mustafa Productions
    - Amber Behrens Events Management
  - Subcommittee
- Historic Inns Tour

-Sunday, Dec. 16, from 2-4 pm

Other

Adjournment