

**Healdsburg Tourism Improvement District
Healdsburg Chamber Office
AGENDA
October 16, 2018
2:00 PM**

Call to Order: Brian Sommer

Approval Minutes from 9/18/18

Approval of Financial Statements ending 9/30/18

Preliminary Budget 2019

Marketing Section- Board Meeting 10.16.18

Digital Presentations

- Bay Area Digital Solutions (Jeriann Bjugstad)
- Zenergy Works (Eric van Cleave)
- The Engine is Red (Chris Denny, Ryan Guymer)

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Nov. Fam Tour
- Trends

Geiger PR

- November Tour – Nov. 12-15
 - Monday, Nov. 12 Reception, Harmon House 6-7:15 (HTID attends)
 - Focus: sustainable vs. biodynamic
 - SHED venue for journalist dialogue
 - Karissa with SoCo Grape Growers
 - Doug Lipton
 - Paul Dolan (Demeter)
 - Single Thread (?)

Advertising/Media Plan

- Media Plan 2018 – Remainder
 - 3 Tastemakers into rotation
- Media Plan 2019
 - Budget
 - Digital Platform
- Social Media
 - Results
- Video Production
 - Day of the Dead
 - 2 Additional Tastemakers
 - Rafanelli
 - Alley 6
 - Shorter versions
 - Holding
- Tastemaker Extension
 - Gala, Jan. 24 & 25, 2020

-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
 - District Development Projects