

**Healdsburg Tourism Improvement District**  
**Healdsburg Chamber Office**  
**AGENDA**  
**November 20, 2018**  
**2:00 PM**

**Call to Order:** Brian Sommer

**Approval Minutes from 10/31/18**

**Approval of Financial Statements ending 10/31/18**

**Preliminary Budget 2019**

**Marketing Section- Board Meeting 11.20.18**

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trends
- 2019 Pitch Ideas

Geiger PR

- November Tour Recap

Geiger contract going forward into 2019 written proposal included

Since our program began in 2014 –

43 journalists from California

4 journalists from Arizona

8 journalists from Colorado

3 journalists from Oregon

1 journalist from Washington State

14 journalists from Texas

**53 western states journalists contributing to National publications**

**Tastemaker Extension**

Gala, Jan. 24 & 25, 2020

-Event Specialist Selection- RFP Submissions

So Eventful

Mustafa Productions

Amber Behrens Events Management

-Subcommittee

Advertising/Media Plan

- Media Plan 2019
  - Budget
  - SF Chron Insert (30 Days of Get-Aways)
  - Digital Platform
- Social Media
  - Results
- Video Production
  - Day of the Dead
  - 2 Additional Tastemakers
    - Rafanelli
    - Alley 6
  - Shorter versions

Holding

- Historic Inns Tour  
-Sunday, Dec. 16, from 2-4 pm
- Other  
-District Development Projects  
Grant applications open until January 31, 2019

Engine is Red/HTID/Chamber- Brian  
Survey results  
Next steps

Engines is Red HTID Digital- Brian