

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

Call to Order: Brian Sommer

Approval Minutes from 11/20/18

Approval of Financial Statements ending 11/20/18

Preliminary Budget 2019

Marketing Section- Board Meeting 12.18.18

District Development Projects

- Application process open until January 31, 2019
- Report from Alexander Valley Film Festival Grant

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trends
- 2019 Proposal as Consultant
- 2019 Pitch Ideas

Geiger PR

- 2019 Proposal as Consultant

Tastemaker Extension

Gala, Jan. 24 & 25, 2020
Alternate Proposal for Inaugural Year
-Subcommittee

Advertising/Media Plan

- 2019 Proposal as Consultant
- Media Plan 2019
 - Digital Platform
 - Digital Creative
 - Digital Buy
 - Visit Widget
- Destination Development Association
- Social Media
 - Results
- Video Production
 - 3 recent, completed through round 2
 - Shorter versions
 - Holding

Valentines's Run and Chronicle Insert