

Healdsburg Tourism Improvement District
Healdsburg Chamber Office
AGENDA
January 15, 2019
2:00 PM

Call to Order: Holly Fox

Approval Minutes from 12/18

Approval of Financial Statements ending 12/18

Marketing Section- Board Meeting 1/15/19

District Development Projects

- Status

Aspire PR

- Recent Media Coverage
- Upcoming Media Coverage
- Trends
- Meetings

Geiger PR

- 2019 Fam Tour

Tastemaker Extension

Gala, Jan. 24 & 25, 2020

Alternate Proposal for Inaugural Year

-Subcommittee (Brian, Keren, Circe, Kathy)

Advertising/Media Plan

- Media Plan 2019
 - SF Chron Insert
- The Engine is Red
 - Digital Platform
 - Digital Creative
 - Digital Buy
- Photo Sessions – Upcoming Ad Placement
- Destination Development Association
- SFCVB
- Social Media
 - Results
- Video Production
 - 2 Approved for Posting
 - Corazon in Revision
 - Shorter versions
 - Holding