



**Healdsburg Chamber of Commerce  
Meeting Minutes  
Board of Directors Meeting  
August 9, 2018**

**Directors Present:** Allison, Baker, Fraser, Markson, Mitchell, Nelson, Pender, Tesconi, Ferrell

**Directors Absent:** Maraviglia, Seppi, Norgrove, Cyphers

**Staff:** Carla Howell, Aleena Decker, Charlene Staton

Chair Eric Markson opened the meeting at 8:00 am.

**City Report:** Joe Naujokas recapped recent city endeavors including the opening of Hotel Trio, the design of the North Entry Plan, hiring of the new Assistant City Manager and the modification of the GMO language which will be on the November ballot.

**Motion to approve minutes of the previous meeting:** M/Pender, 2nd/Allison

**Motion to approve financials:** M/Baker, 2<sup>nd</sup> Fraser

**Old Business:**

**Marketing Subcommittee:** Sam Tesconi made the report for the Marketing Subcommittee (Seppi, Tesconi, Nelson, Ferrell) Discussion included the report from the workshop conducted with Chris Denny from the Engine is Red. The areas emphasized included a clear vision for the future, more political action, activation of the Plaza, housing assistance, and cultural vitality with the goal of driving weekday business, constructing new industry bridges, doing more with less, creating a marketing tool kit for members, creating more revenue driven events and maximizing marketing.

**Business of the Year Awards:** Carla reported that the event was a success with approximately \$7,000 in profit

**New Business:** Carla reported that the annual summer sidewalk sales are scheduled at the request of the retail merchants and the Business Directory is still being discussed with a possible start for ad sales in early 2019.

**Membership Report:** Aleena Decker made the membership report

**Executive Director Report:** Carla reported that she has estimates on refurbishing the Visitor Center. New awnings, repainted trim, repaint the sign, power wash the building. The money for this has been allocated in the budget, and will be approximately \$10,000. Also the AC/heat units in the Visitor Center outlived their 12 year life span by three years and were replaced.



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

Carla reported that the Chamber grant from the Sonoma County Economic Development Board in the amount of \$10,000 was renewed for the fiscal year 2018-2019

It was announced that Chamber Board Member Evelyn Mitchell has qualified for the ballot and is running for City Council in November.

**Meeting Adjourned:** 9:30 am