



**Healdsburg Chamber of Commerce
Meeting Minutes
Board of Directors Meeting
October 11, 2018**

Directors Present: Allison, Baker, Markson, Mitchell, Nelson, Pender, Ferrell, Cyphers, Seppi, Maraviglia

Directors Absent: Norgrove, Fraser, Tesconi

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 changes to the Gun Shop Ordinance. Expanded the use to Commercial /Industrial areas, not allowed in the Plaza or Downtown retail areas. Hotel ordinance will be discussed with a possible decision before the new year.

School District Report: No report

HTID Report: Brian Sommer made the report for the HTID. He discussed the new direction that HTID has taken including more digital marketing, social media, attention to group sales with the goal of increasing room nights 25%, concentrating on midweek.

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

Motion to approve financials: M/Maraviglia, 2nd Allison

Old Business:

Marketing Subcommittee: Will Seppi said that the Marketing Committee had been meeting with the HTID to discuss collaborative marketing efforts that would include the Chamber's more global business message along with the lodging message. He asked for \$10,000 from the Chamber to be matched by HTID and Wine Walk to hire The Engine is Red to provide a strategic marketing plan. M/Maraviglia, 2nd/Ferrell

Business Showcase: Carla announced that the showcase was successful and thanked everyone for their participation.

New Business: Chairman Markson asked for two volunteers to join him on the nominating committee. Directors Mitchell and Maraviglia volunteered. There will be two vacancies on the board which will bring the board membership to eleven. Both directors Seppi and Pender asked to be reappointed. Director Fraser, Ferrell, Allison will be terming out. Carla will be sending out a request for nominees and the nominating committee will send a ballot in November.



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

Membership Report: Aleena Decker made the membership report

Executive Director Report: Carla reported that the Visitor Center rehab is moving along as planned. The sign is repainted, the building has been power washed and trim repainted, and the awnings will be placed within the next week. The project is within budget.

Meeting Adjourned: 9:30 am