



**Healdsburg Chamber of Commerce  
Meeting Minutes  
Board of Directors Meeting  
December 13, 2018**

**Directors Present:** Chairman Markson, Anderson, Baker, Cyphers, Ferrell M., Ferrell B., Fraser, Mitchell, Nelson, Pender, Seppi,

**Directors Absent:** Maraviglia, Norgrove, Tesconi

**Staff:** Aleena, Charlene, Carla

Chairman Markson opened meeting at 8:00 am

**Joe Naujokis** made the city report: Hotel ordinance for Plaza district was passed. New Mayor and vice Mayor will be selected at the last 2018 meeting. Goal setting sessions early 2019 with emphasis on economic development.

**Shelly Anderson** reported for school district: Finals week. New school board seated. Possibility of opening district next year for inter district transfers to increase the head count.

**Approval of Minutes November 8, 2018:** M/Seppi/2<sup>nd</sup> Nelson

**Approval Financials November 8, 2018:** M/Pender/2<sup>nd</sup> Cyphers

**Old Business:**

**Marketing Committee:** Will Seppi and Tom Nelson reported that the Engine is Red and the committee are moving forward have been meeting using Zoom software. Still on target to receive strategic plan sometime in January 2019. Budget still on target

**Healdsburg 2040:** Carla said that the final report is available online. There are five working groups who will be making recommendations to the City Council. Hoping to have some of SDAT suggestions included in City Council goals.

**City Hall and Roundabout Dedications** were held.

**Holiday Party:** Held Friday after Thanksgiving, turnout less than hoped for. Rainy weather. Board member Seppi suggested we look into changing the event for next year.

**Dine Around:** First week went very well. New online reservation system is really helpful.

**New Business:**

**Introduction of New Board members:** Shelly Anderson, Brian Ferrell

**Spirit of Sonoma County Award lunch December 14.**



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

**It was suggested that board members begin attending City Council and Planning Commission meetings on a rotating schedule and report back to board.**

**Membership Report:**

Aleena Decker made the Membership Report

**Good of the order:** Merry Christmas

Meeting adjourned 9:00 am

**Next meeting: January 10, 2019**