



Board of Directors Meeting Minutes

Thursday, January 19, 2023 – 8:30 -10 am | Hybrid Meeting
In Person Portion at the Healdsburg Chamber (217 Healdsburg Ave)

Board Members Present: Beryl Adler, Katie Ambrosi, Nancy Brandt, Mike Brennan, Maggie Curry, Heidi Dittloff, Jim Heid, Dan Maraviglia, Aaron Krug, Bill Smart, Circe Sher

Board Members Absent: Doug Kaminski, Erika Dawkins

Chamber Staff Present: Hart, Bohon, Ross, Holmes, Parks

Public Present: Andrew Sturmfels

Meeting Called to Order: 8:31 am

AGENDA ITEMS:

- **Public Comment** - None
- **Motion to Approve Consent Calendar**
Motion: Dan Maraviglia
Second: Heidi Dittloff
All approved.
- **Updates from the City of Healdsburg (Sturmfels)**
 - Assistant City Manager Andrew Sturmfels to have an update in place of Council Member Evelyn Mitchell.
 - Sturmfels reviewed upcoming City Council meeting agenda items:
 - The January 23 City Council meeting will include an agreement with a cannabis consulting firm on Consent, a community wildfire protection plan, a council goals mid-year update, and planning commission vacancy discussion.
 - The February 6 City Council meeting will include a discussion of a camping ordinance.
 - The February 21 City Council meeting will include a discussion of Measure L parks financing options and The Ruse project appeal.
 - The March 6 City Council meeting will include a discussion on the electric utility rates and the rate studies.
 - The March 20 City Council meeting will include review of the Annual GMO Report, a Housing Report, a Police Report, and council will decide on a Cannabis ordinance and RFP.
 - Sturmfels reviewed upcoming City events:
 - On January 26, the DEI consultant will host the first Community Encuentras. Additional dates to follow.
 - The Climate Mobilization Strategy survey will be open until January 31 and the results will be reviewed at the next meeting on March 1. This next meeting will be all virtual.
 - Sturmfels and Chamber staff are continuing work on the Economic Development contract, including the sign audit and upcoming surveys.



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- **CEO's Report (Hart)**
 - CEO Tallia Hart had all board members review and sign the Confidentiality & Code of Conduct Contract.
 - Hart is working with Civitas to schedule a Brown Act Training for all board and staff.
 - Hart has been meeting with all City Council members individually to start the year.
 - Hart and Staff Member Bohon are preparing to attend the W.A.C.E. conference February 13 - 15. Hart will be teaching one of the seminars.
 - Bohon has been appointed to a two-year seat on the Emerging Leaders Council and will continue at W.A.C.E. Academy in August.
 - Hart has been present for Cal Chamber legislative calls to bring anything back to the Board and Government Affairs Committee.
 - Hart and Teresa Fritz are working on HR updates for the Employee Handbook.
 - The Chamber is hosting a ribbon cutting for The Lodge at Healdsburg on January 17.
 - Hart spoke at the Kiwanis December meeting.
 - Hart and the Marketing Committee are working with Sonoma County Tourism on potential trade show partnerships.

- **New Bylaws**
 - Discussion: Board members reviewed the bylaws that were presented at the December Board Meeting on December 16, 2022.
 - Public Comment: None
 - **Motion to approve new Bylaws.**
Motion: Dan Maraviglia
Second: Mike Brennan
All approved.

- **Sandy Dutra's Resignation**
 - Discussion: Sandy Dutra from the Montage has formally resigned from the Board. She recommended Doug Kaminski be appointed to fill her seat for the remainder of her term.
 - Public Comment: None
 - **Motion to accept Sandy Dutra's resignation.**
Motion: Heidi Dittloff
Second: Nancy Brandt
All approved.
 - **Motion to appoint Doug Kaminski to represent Montage and fill Sandy Dutra's seat.**
Motion: Heidi Dittloff
Second: Mike Brennan
All approved.



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- **Additional HTID Lodging Partner Seats**

- Discussion: It is recommended that Aaron Krug of Krug Hotels and Circe Sher of Piazza Hospitality be appointed for a special one-year term to hold the remaining two HTID Lodging Partner Board Seats.
- Public Comment: None
- **Motion to appoint Circe Sher and Aaron Krug to special one-year terms for the HTID seats.**
Motion: Dan Maraviglia
Second: Katie Ambrosi
All approved.
- **Motion to assign the 4 HTID/Lodging designated seats on the Board as Doug Kaminski, Circe Sher, Aaron Krug, and Katie Ambrosi**
Motion: Maggie Curry
Second: Dan Maraviglia
All approved.

COMMITTEE REPORTS

- **Finance Committee (Smart & Holmes)**

- Staff Member Holmes reviewed how to read the financial statements.
- **Motion to approve December Chamber Financials**
Motion: Dan Maraviglia
Second: Heidi Dittloff
All approved.
- **Motion to approve December HTID Financials**
Motion: Bill Smart
Second: Beryl Adler
All approved.
- **Motion to approve 2023 HTID Budget**
Motion: Katie Ambrosi
Second: Nancy Brandt
All approved.

- **Marketing Committee (Ross + Dittloff)**

- This year, the Events & Marketing Committee is split into two separate committees.
- Committee Chair Dittloff is working with the Marketing Committee to create a printed directory.
- Staff and the committee are working on the Chamber rebrand and the new website. The rebrand will be unveiled at the Annual Meeting & Breakfast with the Mayor on February 28.
- The Committee and Staff Member Ross are working with two agencies: JNS for digital marketing and J/PR for public relations.
- Monthly reports from both agencies will be distributed to the entire Board and the Marketing Committee will review reports in detail at the monthly meetings.



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- **Government Affairs Committee** (Brennan)
 - City Manager Jeff Kay presented at the January Government Affairs Committee to review everything coming up at the City in 2023.
 - Assistant City Manager Andrew Sturfels and Council Member Evelyn Mitchell will be attending the February Government Affairs Committee to review the Climate Mobilization Strategy.
 - Council Members Ron Edwards and Chris Herrod will be attending the March Government Affairs Committee to meet the group and discuss the Council Goal Setting Session on March 10.
 - On February's Good Morning, Healdsburg, Assistant City Manager Andrew Sturfels will be giving a cannabis update.

- **HYPN Committee** (Bohon)
 - The new committee members are planning the first event, Ventures & Vino, for January 25, which will bring Jesse Katz to speak.
 - Danielle Williams has been appointed to the Events Chair and Peter Oakes has been appointed to the Communication Chair.

- **Events Committee Update** (Bohon)
 - The Events Committee has finalized the Annual Sponsorships which will feature four flagship events.
 - The Annual Meeting & Breakfast with the Mayor will take place on February 28, at The Lodge at Healdsburg. Mayor Ariel Kelley will be the keynote speaker. Tickets on sale now.

Meeting Adjourned: 9:59 am