



Board of Directors Special Meeting Minutes

Wednesday, February 8, 2023 – 1:15 pm | In-Person Meeting
La Crema Estate at Saralee's Vineyard (375 Slusser Rd, Windsor, CA)

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

Board Members Absent: Doug Kaminski, Aaron Krug

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

Public Present: Will Seppi, Sam Tesconi, Emily Harris

Meeting Called to Order: 1:34 pm

AGENDA ITEMS:

- **Public Comment** - None
- **Update on Marketing Initiatives**
 - Staff Member Ross presented a slide deck to update the Board on current HTID marketing initiatives, marketing vs. PR agency roles and responsibilities, and a financial breakdown.
- **District Development Grant Discussion**
 - CEO Tallia Hart led the discussion regarding the history of the District Development Grants and the committee structure.
 - With the most recent renewal, District Development will receive 15% of collected assessment funds (previously 22.5%). This is projected to amount to \$225,000 for 2023 with an additional \$100,000 already committed to the AVFilm Center as a legacy funded project.
 - All grants funded must enhance the visitor experience and benefit lodging members through heads in bed.
 - Grants are awarded twice a year: summer/fall events and winter/spring events.
 - The District Development committee has previously consisted of one community member, one City Council member, and one HTID member.
 - After discussion amongst the Board, the District Development committee for 2023 will consist of one business liaison/Chamber member, one HTID Board Member, one City Council member, and a representative from Healdsburg Forever will be invited to discussion meetings. Each year, the structure and committee appointments will be reviewed by the Board Chair.
 - The 2023 committee members will be Alex Harris (Harris Gallery), Circe Sher (Pizza Hospitality), Evelyn Mitchell (City Council), and Carol Beattie from Healdsburg Forever will be invited.

Meeting Adjourned: 2:32 pm