



Board of Directors Board Meeting Minutes

Thursday, March 23, 2023 – 8:15 am | In-Person Meeting
Chamber of Commerce Office (217 Healdsburg Ave., Healdsburg, CA)

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

Board Members Absent: Bill Smart

Chamber Staff Present: Brooke Ross, Elizabeth Holmes

Public Present: Evelyn Mitchell, Thomas Butler

Meeting Called to Order: 8:15 am

AGENDA ITEMS:

- **Public Comment** - None
- **Motion to Approve Agenda**
 - First: Doug Kaminski, Second: Heidi Dittloff, All Approved
- **Motion to Approve January Board Meeting Minutes**
 - First: Heidi Dittloff, Second: Nancy Brandt, All Approved
- **Motion to Approve February Special Meeting Minutes**
 - First: Doug Kaminski, Second: Heidi Dittloff, All Approved
- **City Updates from Council Member Evelyn Mitchell**
 - Goal Setting Session – Nixed food truck policy, added retail sales tax capture, in process business license process modernization, in process electric utility rate study (coming back to council on April 17), community services composition and goals, develop master calendar for special events in order to analyze staffing costs.
 - DEI – Encuentro on March 9: Feedback – unhappy members of the community, can't afford to live in Hburg. Next Encuentro is March 30 – Labor Days. Asking for Trailer Parks, AMI ranges can be discouraging.
 - In Mondays' meeting – bond measure discussed changing AMI mix, offering units for sale, reduced from 27 to 24 units so items were postponed. Increased building costs have impacted projects in the pipeline. City lent Burbank Housing (low interest loan) \$250K to rehab 39 units. Cannabis – approved zoning ordinance to approve two dispensaries – next step is the application process. Next item will be finalizing the tax rate (potential 3%.) Location: industrial, certain distances from libraries, schools, away from Plaza. Thank you to Jeff Kay for communication on homelessness.



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- **District Development Grants - Brooke Ross & Circe Cher**
 - Staff Member Brooke Ross and Committee Chair Circe Sher developed the following criteria for each grant to be scored: Heads in Beds (1-10), PR Opportunity (1-10), Healdsburg Brand (1-5), Community Benefit (1-5)
 - Dan Maraviglia recommends speaking with Civitas regarding the four categories.
 - After reviewing the applications, the District Development Committee recommended the following grants:

■ Jazz Festival:	\$24,500
■ Farm to Pantry:	\$2,000
■ Duck Dash:	\$10,000
■ 222:	\$8,000
■ City of Healdsburg:	\$15,000
■ Healdsburg Museum:	\$3,500
■ Russian Riverkeeper:	\$2,000
■ AV Film:	\$3,500
■ Dia de los Muertos:	\$7,500
■ Bloodroot:	\$3,000
■ Rotary-Giro Vigneti:	\$3,000
■ American Legion/Fireworks:	\$12,000
■ Healdsburg Food & Wine Experience:	\$12,000
■ Boys + Girls Club:	\$5,000
 - **Motion to approve the Committee recommendations with the changes of reducing the Duck Dash grant by \$5,000, increasing the Healdsburg Wine & Food Experience grant by \$12,500, and increasing the Bloodroot grant by \$2,000, with the understanding that funds may need to be pulled from the savings account.**
 - First: Heidi Dittloff, Second: Aaron Krug, All Approved
- **Marketing Committee Update - Heidi Dittloff & Brooke Ross**
 - Holding off on business directory, looking at metrics for agencies, both marketing and media looking great – several media and press trips in the works, working on creative, booth at HWFE, FAM trips (Silicon Valley Meeting Planners), Great reporting
- **Government Affairs Committee Update - Elizabeth Holmes**
 - Being a part of the City's discussions. Ron Edwards came to share his priorities.
- **Healdsburg Young Professionals Network Update - Elizabeth Holmes**
 - We are planning another collaboration event on either June 8 or June 15 with the other three YP groups in the County. This one will be a professional development panel that will include Maggie as our Healdsburg speaker. **We are looking for sponsors for this! We need either two \$250 sponsors or one \$500 sponsor.**



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- **Events Committee Update - Elizabeth Holmes**
 - The Annual Meeting & Breakfast with the Mayor was a success, and we exceeded our profit goals (the goal was to net profit \$1000, and we net profited around \$1300).
 - Everyone is invited to the Mixer at the Humane Society on March 28. Please purchase tickets! This will be a ribbon cutting for Kitty City.
 - We are planning another mixer for the end of April as well as developing a Mixer Interest form since we have many businesses reaching out about hosting.
 - We have one Annual Sponsor and still looking for more! The Annual Sponsorships start at \$1800 and will give exposure and our four flagship events. It also rolls over, so if you commit now, then it includes the 2024 Annual Breakfast.

- **Finance Committee Update - Elizabeth Holmes**
 - Review of DD funds - \$232K in Savings for DD (\$100K already allocated to AV Film) Review of DD funds. 2 months lag on TOT payments.
 - **Motion to Approve January HTID Financials, January Chamber Financials, and 2023 Chamber Budget**
 - First: Dan Maraviglia, Second: Heidi Dittloff, All Approved

Meeting Adjourned: 10:30 am