



Board of Directors Meeting Minutes

Thursday, May 18, 2023 – 8:15 -9:45 am
Healdsburg Chamber (217 Healdsburg Ave)

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

Board Members Absent: Doug Kaminski, Dan Maraviglia

Chamber Staff Present: Tallia Hart, Jessica Bohon, Brooke Ross, Elizabeth Holmes

Public Present: Evelyn Mitchell, Alan Baker, Kathryn Hecht

PUBLIC SESSION - HTID AGENDA ITEMS:

- **Meeting Called to Order:** 9:23 am
- **Public Comment:** None

- **Motion to Approve Consent Calendar**
Motion: Mike Brennan
Second: Nancy Brandt
All approved.

- **HTID Marketing Committee Update**
Brooke Ross and Heidi Dittloff reported on the following:
 - JNS Next recommends spending \$3000 on the Benefits of Tourism campaign. The marketing committee recommends splitting the cost between the Chamber and HTID marketing dollars.
 - **Motion to allocate \$1500 from the Chamber budget and \$1500 from the HTID budget to the Benefits of Tourism Campaign to fulfill the annual goal set at the Board Retreat.**
Motion: Aaron Krug
Second: Bill Smart
All approved.
 - To be in alignment with the Brown Act, the Marketing Committee recommends officially appointing members by the Board. The committee has also created an application for future members to be recommended to the Board for appointment.
 - **Motion to appoint Heidi Dittloff, Doug Kaminski, Erika Dawkins, Circe Sher, Ed Skapinok, and Oceanna Ingram to the Marketing Committee.**
Motion: Maggie Curry
Second: Aaron Krug
All approved.

- **HTID Finance Committee Update**
 - Elizabeth Holmes and Bill Smart reported:
 - Both budgets are on track year-to-date.
 - Revenue collection is behind because of dues collection in the Chamber budget.
 - The HTID collections are down by 20% based on projections.



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- **Motion to Approve April HTID and Chamber Financial Statements**
Motion: Circe Sher
Second: Erika Dawkins
All approved. Mike Brennan Absent.

Public Session Adjourned: 9:40 am