



Board of Directors Meeting Minutes

Thursday, June 15, 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, Erika Dawkins, Doug Kaminski, Dan Maraviglia

Board Members Absent: Circe Sher

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

Public Present: Evelyn Mitchell (via Zoom for Closed Session only)

CLOSED SESSION - CHAMBER AGENDA ITEMS

Meeting Called to Order: 8:17 am

Closed Session Adjourned: 9:06 am

PUBLIC SESSION - HTID AGENDA ITEMS:

- **Meeting Called to Order:** 9:06 am
- **Public Comment:** None

- **Motion to Approve Consent Calendar**
Motion: Doug Kaminski | Second: Aaron Krug | All approved.

- **District Development Committee Update (Sher & Ross)**
 - The committee met to review the new MDP language and revise the application for the next round of grants. The group is developing policies and procedures for approving and recommending grants moving forward.
 - Ross & Bohon will work on creating a Press Kit to share with all grantees.

- **HTID Marketing Committee Update**
Brooke Ross and Heidi Dittloff reported on the following:
 - Summer Trip Advisor Campaign: JNS is launching a new campaign to increase the 90-day out reservations and leisure travel.
 - Healdsburg Brand Video RFP: Staff is putting together an RFP for about \$50,000 for a brand video to use with corporate groups.
 - July FAM Trip with J/PR: Staff is reviewing the itinerary with J/PR. Three journalists are secured so far with one to two more journalists potentially attending.
 - The Montage is working on a high profile wedding FAM for early July.
 - Recent Press Hits: The SFGate just produced an article highlighting how Healdsburg is better than Napa.

- **HTID Finance Committee Update**
 - Elizabeth Holmes and Bill Smart reported:
 - Collections from the assessment has been lower than anticipated.
 - **Motion to Approve May HTID Financial Statements**
Motion: Bill Smart | Second: Heidi Dittloff | All approved.

Public Session Adjourned: 9:34 am