



STAY HEALDSBURG

The Tastemaker of Sonoma Wine Country

HEALDSBURG CHAMBER OF COMMERCE Marketing Committee Meeting Agenda

Tuesday, January 10, 2023 – 4:00 pm | Hybrid Meeting

POSTPONED TO WEDNESDAY, JANUARY 11, AT 3:30 PM

In Person Meeting Location: Healdsburg Chamber (217 Healdsburg Avenue, Healdsburg, CA)

Video Conference Option:

<https://us02web.zoom.us/j/84559215000?pwd=NVZGRDZySnBUaDRTNDdvYlJtWXRjZz09>

Meeting ID: 845 5921 5000 | Passcode: 955727 | Find your local number: <https://us02web.zoom.us/j/84559215000?pwd=NVZGRDZySnBUaDRTNDdvYlJtWXRjZz09>

- | | | |
|------|-----------------------------------|----------|
| I. | Call to Order | Dittloff |
| II. | Roll Call | Bohon |
| | a. Introductions | |
| III. | Public Comment (Non-Agenda Items) | Dittloff |

DISCUSSION ITEMS

- | | | |
|-------|--|------------------|
| IV. | Chamber Rebrand Update | Dittloff & Bohon |
| V. | Business Directory Update | Dittloff & Bohon |
| VI. | 2023 Media Plan | Ross |
| | a. Stay Healdsburg Social Media Update | |
| | b. New Software Discussion | |
| VII. | Q1 Plans & Goals | Ross |
| VIII. | Update for Board Retreat | Ross |
| IX. | SCT Partnership | Ross |
| X. | Future Agenda Items: | Bohon |
| | a. Agency Introductions | |
| XI. | Adjournment | Dittloff |

NEXT MEETING: Tuesday, February 7, 4pm