



HEALDSBURG CHAMBER OF COMMERCE Marketing Committee Meeting Agenda

Tuesday, March 7, 2023 – 4:00 pm

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

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|------|-----------------------------------|----------|
| I. | Call to Order | Dittloff |
| II. | Roll Call | Ross |
| III. | Public Comment (Non-Agenda Items) | Dittloff |
| IV. | Approval of February Minutes | Dittloff |

DISCUSSION ITEMS

- | | | |
|-------|----------------------------|------------------------|
| V. | J/PR Immersion Visit Recap | Bohon + Ross |
| VI. | Communications Strategy | Ross |
| | a. Weekly J/PR Update | |
| | b. Media Tracker | |
| | c. Press Hits | |
| VII. | Media Hosting Budget | Ross |
| VIII. | HWFE + Budget | Bohon, Dittloff + Ross |
| | a. Vendor Table | |
| | b. Photo Booth | |
| | c. Bags Budget | |
| | d. Swag | |
| IX. | Healdsburg Living | Bohon |
| X. | Business Directory Update | Bohon + Dittloff |
| XI. | Chamber Rebrand Kickoff | Hart, Bohon + Dittloff |
| XII. | Social Media | Bohon + Ross |



HEALDSBURG
CHAMBER

STAY HEALDSBURG
The Tastemaker of Sonoma Wine Country

**HEALDSBURG CHAMBER OF COMMERCE
Marketing Committee Meeting Agenda**

a. Discussion with JNS/Collab with J/PR

XIII. Adjournment

Dittloff

NEXT MEETING: Tuesday, April 4, 4pm

Marketing Report from JNS - [January Digital Report](#)

-Facebook Impressions: Up 14K from Dec 22, New Page Likes: Down 63 from Dec 22

-IG Impressions: Flat to Dec 22

-Banners/Video Highlights: Up 300K to Dec 22

Google Highlights: Flat to Dec 22