



HEALDSBURG CHAMBER

STAY HEALDSBURG

HEALDSBURG CHAMBER OF COMMERCE Marketing Committee Meeting Agenda

Tuesday, August 1, 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. | Approval of Minutes | Dittloff |
| III. | Public Comment (Non-Agenda Items) | Dittloff |
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DISCUSSION ITEMS

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| IV. | JNS Update | Wells |
| V. | J/PR Fall FAM Proposal | Ross + Bohon |
| VI. | Northstar Meetings Group Destination Tradeshow (9/28-9/30) | Ross + Bohon |
| VII. | CalTravel Summit 9/17-21 | Ross + Bohon |
| VIII. | Visit California Media Dinners (Dallas Feb 2024) | Ross + Bohon |
| IX. | 2023 Meeting Planner Event FAM | Discussion |
| X. | Review of Press Trip | Ross + Bohon |
| XI. | Healdsburg Website | Dittloff |
| XII. | Review of New Member Application for Dan + Kip | Discussion |
| XIII. | Holiday Marketing Campaign | Discussion |
| XIV. | Destination Brand Video RFP Review | Discussion |
| XV. | Tourism Performance + Insight Study | Discussion |

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.



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Marketing Committee Meeting Agenda**

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brooke Ross at (707) 707-9905 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public Comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

NEXT MEETING: Tuesday, September 5th, 4pm