



HEALDSBURG CHAMBER OF COMMERCE Marketing Committee Meeting Agenda

Tuesday, September 5, 2023 – 4:00 -6:00pm

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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| 1. | JNS Update | Roshan |
| 2. | Healdsburg Website Update | Bohon + Roshan |
| 3. | Review of New Member Application for Dan + Kip | Dittloff |
| | a. Approval of Dan Dougherty | |
| 4. | Holiday Marketing Campaign | Discussion |
| 5. | Trade Destination Package with Kalispell, Montana | Bohon |
| 6. | Public Relations Update | Ross + Bohon |
| | a. Influencer Visit – Chenny Tien (@chennytien), 3 Nights between 9/30 – 10/3 | |
| | i. Potentially staying at The Ruse | |
| | b. Influencer Visit – Catarina Mello (@professionaltraveler), 11/3 – 11/6 | |
| | i. Confirmed at Montage | |
| | c. Winter Meeting FAM – December 4 & 5 at Harmon Guest House, December 6 at The Lodge | |
| | d. Reviewing Proposal & Budget for 2024 | |
| 7. | California Pavilion at IMM USA 2024 | Ross + Bohon |
| 8. | FAM Support Application Form | Kaminski |
| 9. | West Coast Group FAM Reception at Rooftop 106 | Kaminski |
| 10. | Joint FAM with Strong Travel | Kaminski |
| 11. | Destination Brand Video Proposal Review: | Bohon |
| | a. Kelly Needleman | |
| | b. Lutes Digital Media | |
| | c. RSM creative | |
| | d. Big Match Media & Brian Cary Productions | |
| | e. The Abbi Agency | |
| | f. Gusto | |
| | g. Elliot Harris / The Royal Roost | |
| | h. Erin LightSpeed Films | |
| | i. JNS Next | |



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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.

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, October 3, 4 pm