



Board of Directors Meeting Minutes

Thursday, July 20, 2023 – 8:15 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, Circe Sher, Erika Dawkins, Doug Kaminski, Dan Maraviglia

Board Members Absent: Bill Smart

Chamber Staff Present: Tallia Hart (Via Zoom), Jessica Bohon, Brooke Ross, Elizabeth Holmes

Public Present: None

CLOSED SESSION - CHAMBER AGENDA

Meeting Called to Order: 8:17 am

Closed Session Adjourned: 8:25 am

PUBLIC SESSION - HTID AGENDA ITEMS:

- **Meeting Called to Order:** 8:25 am
- **Public Comment:** None
- **Motion to Approve Consent Calendar**
Motion: Jim Heid | Second: Heidi Dittloff | All approved.
- **District Development Committee Update (Sher & Ross)**
 - The committee approved a new application and recap report for the next round of District Development grants. The next round will be open from August 1 to August 31. The DD Committee will meet on September 11, and the grant recommendations will come to the September Board meeting. After this round of grants are complete, the committee will discuss potentially moving towards a once-a-year grant cycle and start on the “Legacy Project” funds and potential ideas.
- **HTID Marketing Committee Update**
Brooke Ross and Heidi Dittloff reported on the following:
 - Current Projects Updates:
 - Rack Card - Final cards are approved and will be printed. They will be placed at the airport and used in other general marketing events.
 - Chamber Website - Jessica is finishing up the website with JNS
 - Benefits of Guests Campaigns - Social media campaigns are currently running on the Chamber social and Matt Villano should have the article complete by the end of the month to begin Nativo ads and create print materials, as well as submit to local publications.
 - Brand Video RFP - Stay Healdsburg has an active RFP for a new destination brand video and will review proposals at the next Marketing Committee Meeting.
 - FAM & Media Visit Updates
 - Montage Wedding FAM - Montage hosted a successful FAM organized by Laurie Aarons.



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- July FAM with J/PR - Next week, we are hosting four journalists with J/PR for a FAM tour and will visit local establishments such as Barndiva, Moltis Amici, and more. This group is targeted to increase leisure travel.
- FAM Trip Policies & Procedures - Hotel and partners can submit different FAM ideas and submit applications to get funding support from HTID.
- **Motion to approval the submitted invoice from Doug Kaminski from the Wedding FAM for HTID to pay for.**
 - First: Aaron Krug | Second: Mike Brennan | All Approved.
- Upcoming Initiatives
 - Holiday Activiations - The Marketing Committee is discussing different options to make Healdsburg the go-to holiday destination. The goal is to have activations from the day after Thanksgiving through the new year.
- **HTID Finance Committee Update**
 - **Motion to Approve June HTID Financial Statements**
Motion: Heidi Dittloff | Second: Aaron Krug | All approved.

Public Session Adjourned: 9:15 am