



Board of Directors Meeting Minutes

Thursday, September 21, 2023 – 8:15 am
Healdsburg Chamber (217 Healdsburg Ave)

Board Members Present: Beryl Adler, Katie Ambrosi, Nancy Brandt, Maggie Curry, Heidi Dittloff (Closed Session Only), Doug Kaminski, Dan Maraviglia, Circe Sher, Bill Smart

Board Members Absent: Erika Dawkins, Aaron Krug, Jim Heid, Mike Brennan, Heidi Dittloff (Public Session)

Chamber Staff Present: Tallia Hart, Jessica Bohon, Elizabeth Holmes

Public Present: Evelyn Mitchell (On Zoom for Closed Session only)

CLOSED SESSION - CHAMBER AGENDA ITEMS:

Meeting Called to Order: 8:15 am

Closed Session Adjourned: 8:52 am

PUBLIC SESSION - HTID AGENDA ITEMS:

- Meeting Called to Order: 8:52 am

- Public Comment:
 - Thom Butler from The 222 spoke about reaching out to hotels to co-promote their upcoming season and would like additional information on how to foster a stronger relationship with the lodging partners.

- Motion to Approve Consent Calendar
Motion: Dan Maraviglia | Second: Doug Kaminski| All approved.

- District Development Committee Update (Sher & Bohon)
 - The most recent round of grant applications closed on September 6, and the District Development Committee met on September 11 to evaluate the applications. This is the first round with our new application that was approved by Civitas and follows much more closely to the statute in the MDP requiring that projects and events benefit the hotel partners through overnight stays.
 - The committee received 6 applications with a total of \$143,500 requested. There is approximately \$63,500 to be awarded this round. Out of all the applicants, the committee recommends funding the following events:
 - TOWN - Winemaker, Artist, Local Chef Series
 - 3 nights focused in Healdsburg and partnering with local hotels to create packages. Mid-week event.
 - First time applicant.
 - The committee is reviewing the clarifications at an October committee meeting and will bring it back to the October Board meeting.
 - Passport to Dry Creek Valley
 - First time applicant.
 - Recommended Grant - \$10,000 (Requested \$10,000)
 - Turkey Trot
 - Received \$6,000 in 2022



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- Recommended Grant - \$7,500 (Requested \$13,000)
- Merry Healdsburg
 - Received \$35,000 in 2021 and \$35,000 in 2022
 - Recommended Grant - \$30,000 (Requested \$35,000)
- Jazz Festival Winter Concert Series
 - Received \$7,500 for this Winter Concert Series in 2022
 - Recommended Grant - \$5,000 (Requested \$15,000)
- The 222 - Mountain Top
 - A two-person, professionally produced play in tribute to Rev. Dr. Martin Luther King Jr. from April 4 - 14, 2024
 - Recommended Grant - \$5,000 (Requested \$12,500)
- **Motion to approve the District Development Grant recommendations for the 2023/2024 Winter/Spring grant round.**
 - Motion: Dan Maraviglia | Second: Bill Smart | All approved.

- **HTID Marketing Committee Update**

Jessica Bohon and Doug Kaminski reported on the following:

 - Current Projects Updates:
 - 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 - The Committee is moving forward with RSM Media.
 - FAM & Media Visit Updates
 - We have multiple media visits this upcoming Harvest Season and a FAM trip planned for December with meeting and group media.
 - FAM Support Application has been approved for future projects.
 - Upcoming Initiatives
 - The Chamber is collecting all holiday happenings so Stay Healdsburg can promote.
 - We are getting quotes for carolers to roam the downtown Plaza every Saturday in December. We are also getting a quote from Daya Media Marketing to be our “on the ground” social media coverage and content collector for December to really push holidays in Healdsburg.

- **HTID Finance Committee Update**
 - **Motion to Approve June HTID Financial Statements**

Motion: Doug Kaminski | Second: Circe Sher | All approved.

Public Session Adjourned: 9:42 pm