



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

Friday, January 19, 2024, 8:30 - 10:00 am

Meeting Location: Healdsburg Chamber (219A Healdsburg Avenue, Healdsburg, CA)

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| I. | Call to Order | Dittloff |
| II. | Public Comment (Non-Agenda Items) | Dittloff |
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DISCUSSION ITEMS

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| 1. | Approval of December Meeting Minutes | Dittloff |
| 2. | Review & Approval of Committee Applications | Bohon |
| | a. Brooke Ross, General Manager, Hotel Trio | |
| | b. Emily Martin, Emily Martin Events & Communications and The JetSetting Fashionista | |
| 3. | Chamber Marketing Update | Henry |
| | a. Winter Wineland Coverage Update | |
| | b. Social Media Strategy | |
| 4. | Review of Chamber 2024 Event Calendar | Parks |
| 5. | PR Update: | Bohon |
| | a. Jan. 23 - 26 - Influencer Hosting Emily Men (@EmilyMen) | |
| | b. Feb. 3-5 - Aislyn Green, AFAR Media | |
| | c. May or June - Adam and Cole McCabe (@atlfoodiesofficial) | |
| | d. Media Mailer Update | |
| | e. June FAM Trip - June 11-14 or June 25-28 | |
| 6. | Marketing Update: | Bohon |
| | a. Q1 Media Plan from JNS | |
| | b. Brand Video Review | |
| | c. RFP for Digital Marketing Services | |
| 7. | Kiosks / App and Visitor Resources | Bohon |
| 8. | Cvent Paid Subscription | Ross |
| 9. | Quarterly Lodging Partner Meetings | Bohon |
| 10. | Trade Show Booth Options | Bohon |
| 11. | Single Thread Collaboration FAM (World's 50 Best Chefs) | Bohon |
| 12. | A Season to Sparkle | Kaminski & Curry |
| | Adjournment | Dittloff |

NEXT MEETING: Tuesday, February 13, 4 pm



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

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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 Jessica Bohon at 626-422-5472 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.