



Board of Directors Meeting Agenda

Thursday, February 15, 2024 – 8:15 am

Healdsburg Chamber (219A Healdsburg Ave., Healdsburg, CA 95448)

CLOSED SESSION - CHAMBER BUSINESS 8:15 - 9:25 am

PUBLIC SESSION - TID BUSINESS

1. Call to Order *Brennan* 9:25 am
2. Public Comment (Non-Agenda Items) *Brennan* 9:25 - 9:27 am
3. Consent Calendar *Brennan* 9:27 - 9:39 am
 - a. Approval of January Public Session Meeting Minutes
4. HTID Finance Committee Update *Smart* 9:30 - 9:40 am
 - a. Approval of January HTID Financials
 - b. Approval of 2024 HTID Budget (Updated)
5. District Development Committee Update *Sher & Bohon* 9:40 - 9:45 am
 - a. Review of Grant Timeline
6. HTID Marketing Committee Update *Dittloff & Bohon* 9:45 - 10: am
 - a. Current Projects Updates:
 - i. Meeting with Lodging Partners
 - ii. Update on RFP for Digital Marketing Services
 - iii. Trade Show Booth Designs
 - iv. Brand Video Complete
 - v. Partnership with Healdsburg Wine & Food Experience
 - vi. Season to Sparkle RFP
 - b. PR/Marketing Update:
 - i. June FAM Trip - June 25 - 28
 - ii. Social Media Services Transition to J/PR
 - iii. Visit California SF Media Reception - April 11
7. Adjournment of Public Session - TID Business *Brennan* 10:00 am

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 (3 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.