



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

Tuesday, March 19, 2024, 4:00 pm

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

- Call to Order Dittloff
 - Public Comment (Agenda & Non-Agenda Items) Dittloff
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DISCUSSION ITEMS

1. Approval of February Meeting Minutes Dittloff
2. Shop Local Chamber Marketing Campaign Hart
3. Chamber Events Update Parks
4. Brand Video Spring/Summer Shoot - Review Quotes Bohon
5. STS Airport Video Advertising - Approve Cost Bohon
6. Healdsburg Wine & Food Experience Activation Bohon
 - a. Budget for Lounge & Booth Spot
 - b. Giveaways/Activities
7. Wine Spectator Ad Packages Bohon
 - a. Print Ad for June Issue
 - b. May Digital Sponsored Blog/Co-Op
8. Season to Sparkle Update Bohon & Dougherty
 - a. Logo Options from JNS
 - b. Review Marketing Deck from Wine Country Creative
9. World's 50 Best Restaurants FAM Tour Bohon & Kaminski
 - a. FAM Support Request from Single Thread
 - b. FAM Support Request from Montage Healdsburg
10. CVent Advertising & Pricing Update Bohon & Ross
11. Songwriters in Paradise Sponsorship Request Hart & Bohon
12. PR Update: Bohon
 - a. Healdsburg vs. Napa Talking Points
 - b. June FAM Trip - June 25-28
 - i. Reschedule June Marketing Committee Meeting
 - c. Visit California SF Media Reception - April 11
 - i. Wine for Media
 - ii. Media Raffle Giveaway



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13. Marketing Update: Bohon
- a. RFP for Digital Marketing Services
 - b. Social Media Content Mission
 - c. Blogs/Itineraries Update
14. Upcoming Projects: Bohon
- a. Meetings & Groups Guide
 - b. Visitor Guide
 - c. Press Kit
 - d. Meeting Planner FAM

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- Public Comment (Agenda & Non-Agenda Items) Dittloff
 - **Adjournment** Dittloff

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.