



Board of Directors Meeting Minutes

Tuesday, January 18, 2024 – 9:15 am
219A Healdsburg Ave., Healdsburg, CA 95448

Board Members Present: Beryl Adler, Katie Ambrosi, Nancy Brandt, Mike Brennan, Maggie Curry, Erika Dawkins, Heidi Dittloff, Doug Kaminski, Aaron Krug, Bill Smart

Board Members Absent: Jim Heid, Circe Sher

Chamber Staff Present: Tallia Hart, Jessica Bohon, Elizabeth Holmes, Amanda Parks, Wavanie Henry

CLOSED SESSION - CHAMBER AGENDA ITEMS:

Closed Session Called to Order: 8:32 am

Closed Session Adjourned: 8:55 am

PUBLIC SESSION - HTID AGENDA ITEMS:

- **Meeting Called to Order:** 8:55 am
- **Public Comment:** None
- **Motion to Approve Consent Calendar**
Motion: Beryl Adler | Second: Nancy Brandt | All approved.
- **Brown Act Training**
 - Jessica Bohon is working with Civitas to schedule another Brown Act Training for all new staff, new board members, and members of the Marketing & District Development Committees. Those who did not attend last year are required to attend this year. All are welcome for a refresher. A Doodle will be distributed with date options.
- **HTID Finance Committee Update**
 - The Finance Committee reported that HTID will be ending the year with approximately \$1.5 million in the bank.
 - The CPA requires that the 5% required savings be recognized as income for the year.
 - **Motion to approve November & December HTID Financials**
Motion: Aaron Krug | Second: Heidi Dittloff | All approved.
 - **Motion to approve 2024 HTID Budget**
Motion: Maggie Curry | Second: Doug Kaminski | All approved.
- **District Development Committee Update**



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- The applications for grants supporting events May - October, 2024 will be open February 1 - 29. The District Development Committee will meet to review the applications in March and will bring forth the recommendations to the Board at the March meeting.

- **HTID Marketing Committee Updates**
Current Projects Updates:
 - Jessica will be presenting the annual report for HTID to City Council in April.
 - *Meeting with Lodging Partners* - Jessica Bohon is working to meet with each of the lodging partners as well as update the contact list for new rentals that have entered the market. The most updated TOT collections from the City included 35 properties.
 - *RFP for Digital Marketing Services* - The Marketing Committee will be reviewing an RFP at the January Committee Meeting. The goal is to have a new Digital Marketing Agency by Q2.
 - *Trade Show Booth Designs* - Jessica Bohon has reached out to multiple companies about booth options for purchase and rental. The Marketing Committee will be reviewing at the following meeting.
 - *Brand Video* - RSM Creative has delivered the first version of the Brand Video that the Marketing Committee will be reviewing and finalizing this month. RSM will be sending all B Roll and raw footage to JNS to use for upcoming ads and Instagram reels.
 - *CalTravel Board Meetings (November & February)* - Jessica Bohon attended the CalTravel Fall Board Meeting in November and will be attending the Winter Board Meeting in February. The CEO has expressed interest in hosting a Board meeting in Healdsburg.
 - *Visit CA Outlook Forum* - Jessica Bohon is slated to attend the Visit California Outlook Forum in Palm Springs in March and will return with a recap of the tourism forecast.



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- **PR/Marketing Update:**

- *Upcoming secured media visits include:*
 - Jan. 23 - 26 - Influencer Hosting Emily Men (@EmilyMen)
 - Feb. 3-5 - Aislyn Green, AFAR Media
- *Media Mailer:* At the end of this month, J/PR will be mailing out 20 media boxes to select outlets to highlight Healdsburg and encourage upcoming visitation.
- *June FAM Trip:* Our FAM Trip with J/PR is slated for June this year. The date will be confirmed at the upcoming Marketing Committee meeting and then we will begin planning the itinerary.

Public Session Adjourned: 9:18 am