



Board of Directors Meeting Agenda

Thursday, March 21, 2024 – 8:15 am

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

Board Members Present: Beryl Adler, Katie Ambrosi, Nancy Brandt, Mike Brennan, Erika Dawkins, Heidi Dittloff, Doug Kaminski, Katy Nestor, Jim Heid, Circe Sher, Bill Smart

Board Members Absent: Maggie Curry, Aaron Krug

Chamber Staff Present: Tallia Hart, Jessica Bohon, Amanda Parks

Public Present: Kathryn Hecht (Closed Session Only), Chris Herrod, Thom Butler

CLOSED SESSION - CHAMBER BUSINESS

- Call to Order: 8:16 am
- Adjournment of Closed Session - Chamber Business: 9:16 am

PUBLIC SESSION - TID BUSINESS

- Call to Order: 9:16 am
- Public Comment: None
- **Motion to approve Consent Calendar**
 - *First: Bill Smart | Second: Nancy Brandt | All Approved*
- District Development Committee Update
 - As of the beginning of March, we had \$81,789 in our DD grant account and based on the projections, we anticipate having \$99,789 by the end of April.
 - We received 21 applications asking for a total of around \$480,000. Most were from organizations that have applied and received funds in the past, but a handful were brand new. To review the applications, each committee member scored each application out of 30 (10 points for Heads in Bed, 10 points for visitor experience, 10 points for PR opportunity). With this being the most competitive round of grants compared to the winter round, the date of each event was heavily accounted for and those that promoted mid-week or multi-night stays were also priority.
 - Based on the scores and deliberating all of the applications, the District Development Committee recommends the following grants:
 - Healdsburg Wine & Food Experience - \$30,000
 - Healdsburg Jazz Festival - \$30,000
 - Songwriters in Paradise Healdsburg - \$10,000
 - Edge Village Healdsburg - \$10,000



Board of Directors Meeting Agenda

- 4th of July Kids Parade & Community Celebration - \$7,500
- American Legion 4th of July Fireworks - \$7,500
- The Ramble 2024 - \$5,000 + marketing collaboration and support
- Healdsburg Crush - \$5,000
- 2024 Tuesday Concerts in the Plaza - \$5,000
- Día de Muertos - \$5,000
- AVFest Block Party - \$2,500
- Agri/Eco-Tourism Program (Farm to Pantry) - \$2,000
- This is a total of \$119,500, so we will be tapping into our Legacy Grant Savings which is currently at around \$172,000.
- *PUBLIC COMMENT: Thom Butler from The 222 spoke about the importance of their upcoming event and how it could bring heads in beds.*
- **Motion to approve the recommendation of the District Development Grants, with the exception of reducing the 4th of July Parade Community Celebration grant down to \$5000, and granting that extra \$2,500 to The 222.**
 - *First: Doug Kaminski| Second: Heidi Dittloff | All Approved*
- HTID Marketing Committee Update
 - Current Projects Updates:
 - Overall a very productive meeting on Tuesday in which we are venturing into new areas such as CVent, partner FAMs, and more.
 - Update on RFP for Digital Marketing Services: We received 6 proposals including one from JNS. The AdHoc meeting will take place next week to discuss each proposal and deliberate next steps.
 - *Season to Sparkle*: We have begun reaching out to partners to start planning A Season to Sparkle. We are working with Dan Dougherty from Wine Country Buzz to create the communications plan, JNS for the logo.
 - Press Kit: Jessica is working to put together a press kit for the website. She will work closely with J/PR.
 - *Blogs/Itineraries*: Jessica has worked with JNS to produce 3 blogs/itineraries per month and will continue that through Q2. We will soon have robust content that we can then utilize on a landing page for a kiosk in the Chamber and nice cards/frames with QR codes to direct visitor services.



Board of Directors Meeting Agenda

- *Meetings & Groups Guide*: Jessica is putting together a nice Meetings & Groups Guide to utilize at the upcoming trade shows with NorthStar Meetings Groups.
- PR/Marketing Update:
 - *June FAM Trip - June 25 - 28*: J/PR is looking to secure 5 journalists and will tease Season to Sparkle.
 - *Visit California SF Media Reception - April 11*: Stay Healdsburg was selected to attend a Visit California San Francisco Media Reception. We will be contributing a raffle prize for a trip to our destination for the media. Jessica is working closely with Jenn from the Montage and J/PR to plan for this upcoming event.
 - *Wine Spectator Update*: June will feature Healdsburg as the cover story so Jessica is working with Wine Spectator on advertising options and how we can receive a few boxes for partners to utilize.
 - *Ongoing Media Relations*: Jessica is continuing her work to build her network of media and journalists. She thanks Jenn Chiesa from Montage and Charmaine from Hotel Healdsburg for the support and introductions.
- HTID Finance Committee Update
 - Cash flow is good! – There's almost 1.5 million in the bank.
 - Operating checking funds are \$587,443.54 (Total \$1,490,312.15 less DD & Savings \$902,868.61).
 - Summit State Bank distributed its annual nonprofit partnership benefit on February 12th.
 - January and February 2024 Healdsburg Promotional Assessment collections were almost exactly the same as January and February 2023 HPA collections.
 - **Motion to approve February HTID Financials**
 - *First: Bill Smart | Second: Circe Sher | All approved.*
- Adjournment of Public Session - TID Business: 10:03 am