



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG Marketing Committee Meeting Agenda

Thursday, August 21, 2025, 3:00 pm

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

- Call to Order
- Public Comment

DISCUSSION ITEMS

1. Media FAM Support Application
 - a. Review and discussion of SingleThread's application for financial support for their upcoming inaugural Harvest Summit.
2. Alaska Airlines Advertising
 - a. Discussion of advertising opportunities with Alaska Airline as the newly main provider of direct flights to Sonoma County Airport.
3. Season to Sparkle Updates
 - a. Discussion of participants in the 2026 Season to Sparkle and new options for this year. Also to review and discuss event partnership with Barndiva for the kick-off Sparkle Party.
4. 2026 Planning Session
 - a. Review and discussion of the questionnaire previously distributed to start planning 2026 goals. This will be used to direct the agencies, prepare for budgeting, and guide the 2026/2027 Strategic Marketing Plan.
 - b. Review and discussion of potential Q1 campaigns.
5. Staff Updates:
 - a. Healdsburg Wine & Food Experience 2026
 - b. Luxury & Wellness March 2026 Hosting
 - c. Website Update

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- **Adjournment**



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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, after a staff report is given and the Board/Committee Members discuss, but prior to any motion being made. Public Comment on items not listed on the agenda will be heard at the beginning of 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/Committee Members. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.