



HEALDSBURG
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HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG

Marketing Committee Meeting Agenda

Tuesday, September 15, 2025, 3:00 pm

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

- Call to Order
- Public Comment (Non-Agenda & Consent Items)
- Approval of Consent Calendar
 - August Marketing Committee Meeting Minutes

DISCUSSION ITEMS

1. Madden Media Presentation
 - a. Review and discuss Madden Media's 2026 Media Plan, including specific Q1 Campaigns and metrics from previous ad buys.
 - b. Review and discuss proposal for airport advertising in Q4 in Palm Springs to accompany the seasonal Alaska Airlines flight.
2. Marketing Committee Member Applications
 - a. Review and approve committee member applications from Kevin Sullivan, Director of Commercial Strategy at Appellation and Ashley Mauritson, Sales Representative at PRA
3. Season to Sparkle Updates
 - a. Discussion of planning for 2026 Season to Sparkle and new updates.

- **Adjournment**

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.