



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG Marketing Committee Meeting Agenda

Tuesday, October 21, 2025, 3:00 pm

Meeting Location: Craftwork Healdsburg (445 Center St., Healdsburg, CA)

Public Zoom Link: <https://us02web.zoom.us/j/81765626762?pwd=k5upenjzNFTxLaSr2AfgkxB4objpRt.1>

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

DISCUSSION ITEMS

1. J/PR Presentation (20 Minutes)
 - a. Review and discuss J/PR's 2026 PR and Social Media plan
2. Season to Sparkle Updates (10 Minutes)
 - a. Update from Lisa Mattson
3. Review FAM Support Applications from Montage Healdsburg (10 Minutes)
 - a. Review and discuss funding the [In The Know Experiences Advisor FAM](#) application for \$5,000 (Nov. 3-6, 2025)
 - b. Review and discuss funding the [Signature Summit Club](#) application for \$15,000 (Jan. 11-14, 2026)
 - c. Review and discuss funding the [SmartFlyer CORE FAM](#) application for \$12,000 (Jan. 16-18, 2026)
4. Website Preview & Timeline (5 Minutes)
 - a. Review the homepage of the website and the Season to Sparkle page.
 - b. Review Testing Timeline for Launch:
 - i. Testing for the entire site will begin November 5 and the whole committee will be sent the link.
 - ii. Testing for MindTrip AI Planner is currently live.
5. New Major Budget Initiatives for 2026 (15 Minutes)
 - a. Discuss major budget initiatives for 2026 including a Destination Sales Manager, Marquee Event Contractor(s) and Sponsorships, and In-Market Activations/Pop-Ups

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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.