



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG

Marketing Committee Meeting Agenda

Tuesday, January 13, 2026, 3:30 pm

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

- Call to Order
- Public Comment (Non-Agenda & Consent Items)

DISCUSSION ITEMS

1. Staffing Update

2. Northstar Luxury & Wellness Event Update

Review the Luxury & Wellness agenda for the March 1 - 3 event.

3. Review Appellation FAM Support Application

Review and approve the FAM Support Application from Appellation for \$15,000.

4. Marquee Event Initiative Update

Update from the Marquee Event kick-off meeting with Solterra Strategies.

5. Upcoming 2026 Projects:

- Brand Refresh
- RFPs for Brand Video Refresh
- Destination Sales Manager
- Midweekender Incentive Package

6. Next Meeting:

- J/PR to attend in person
- Season to Sparkle Recap

- **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 welcome 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.