



HEALDSBURG
CHAMBER

STAY
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HEALDSBURG CHAMBER OF COMMERCE & STAY
HEALDSBURG

Marketing Committee Meeting Agenda

Tuesday, March 17, 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 Recap
Update from Kevin Sullivan
3. 2026 Visit California Outlook Forum
Update of highlights from Doug Kaminski
4. Review and approval of media FAM support application
Hotel Healdsburg's 25 Anniversary
5. Madden Media and JPR Updates
Doug Kaminski and Circe Sher
-Discuss and provide recommendations on Create + Cultivate participation
6. Marquee Event Initiative Update
Update on report from Solterra Strategies.
7. Brand Refresh
Doug Kaminski to share Madden options
8. Upcoming Projects:
 - a. Refresh video + image assets - RFP's

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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 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.