



HEALDSBURG CHAMBER

Healdsburg Chamber Marketing Meeting Minutes

7.28.26

3:31 PM - Doug – Call to Order

1. Staffing Update on Chamber and Stay Healdsburg - Aaron
 - a. Membership mgr being hired in the support role for the Chamber. Progress being made on the open roles. More updates next month.
2. Updates on JPR & Madden Media
 - a. 3:35 PM – JPR - Circe
 - i. FAM trip coming in September
 - ii. Need to get going on Season to Sparkle
 1. Connect next week
 - iii. Great outcome from last influencer visit, and her content is performing well. Will consider her again for Season to Sparkle.
 - iv. Influencer Content – Mission (Sept 21st)
 1. To get content for next year
 - b. 3:40 PM - Madden Media -Doug
 - i. Ads – Transitioning messaging from Summer to Harvest
 1. Mid week stays is a priority
 2. Meta will also transition messaging
 3. Hopper App campaign live on July 9th
 4. Denver Airport – STS direct to Denver – Live Creative for 2 months
 5. Emails, newsletters, content capture e-mails.
 6. Call for action to submit events on the website
 7. Aug 11, 12, 13 – New photo shoot scheduled
 - a. New Assets
 - c. 4:01 PM - Looking for approval for \$15K addition to make the overall content budget (Asset Production / Collection) to \$100K. 4:01 PM
 - i. First Approval: Kevin 2. Second Approval: Rose (All n Favor) – Yes!
 - d. 4:04 pm - Field Notes – Single Thread 2.0 FAM trip Ask (Zach Dorman)
 - i. Gathering to celebrate – what comes together to build a menu. Farmers, Ranchers, Fisherman, etc – A celebration of Sonoma County.
 - ii. Ask is for \$15K for the FAM
 1. Circe
 2. Aaron
 3. All in Favor – Yes
 - e. 4:17 pm - Finance Update (Aaron)
 - i. Finances are in a good spot
 - f. 4:30 PM - Meeting Adjourned