

HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG

Marketing Committee Meeting Minutes

Tuesday, September 22, 2026 | 3:30 PM

Healdsburg Chamber, 219A Healdsburg Avenue, Healdsburg, CA

Attendees

- Circe Sher
- Maggie Curry
- Oceanna Ingram
- Erika Dawkins
- Rose Jimenez
- Zach Dorman
- Aaron Krug
- Kevin Sullivan
- Doug Kaminski
- Tristan Goldberg

Did Not Attend

- Heidi Dittloff
- Brooke Ross
- Ashley Mauritson

Call to Order

- Meeting called to order at 3:32pm
- Committee members and attendees introduced themselves.

Public Comment - Caldera Arts District Initiative

- The committee discussed Caldera's early-stage effort to pursue an arts district designation for Healdsburg through the State of California.
- Discussion focused on the potential for arts and design to become a stronger component of Healdsburg's identity and visitor experience, complementing the community's established food and wine offerings.
- Potential benefits discussed included expanded arts programming, additional destination storytelling opportunities, and access to funding associated with arts district designation.
- Committee members requested additional information regarding measurable visitor impact, examples from other designated arts districts, and how the initiative would benefit local artists and the broader Healdsburg community.
- Potential seed funding of approximately \$10,000-\$15,000 was discussed as a possibility to help the initiative get started. No funding decision was made.
- Design Healdsburg was also discussed as an example of the growing arts and design programming already taking place in the community.
- Caldera representatives will be invited to a future Marketing Committee meeting to provide additional information and answer committee questions.

1. Staffing Update

- Tristan Goldberg was introduced as the new Sales & Marketing Manager for Stay Healdsburg.
- Committee members and attendees provided introductions.
- Marketing Committee membership and continued development of the Chamber and Stay Healdsburg teams were discussed.

2. Madden Media and JPR Agency Updates

Create & Cultivate

- The committee received a recap of Stay Healdsburg's participation in Create & Cultivate in Los Angeles.
- Stay Healdsburg participated in a branded activation featuring Healdsburg wines and distributed Healdsburg materials to attendees.
- The event provided an opportunity to connect directly with female business leaders, founders, influencers and other attendees while introducing Healdsburg to a targeted audience.
- The team discussed following up with event attendees once the attendee information and wrap-up materials are received through JPR.
- A potential future Create & Cultivate-related event or women's business retreat in Healdsburg was discussed following conversations made during the event.
- The committee also discussed whether a meaningful visitor incentive could be incorporated into follow-up outreach to encourage travel to Healdsburg.

SingleThread Field Notes

- The committee received an initial recap of the recent SingleThread Field Notes event.
- Three visiting journalists attended, representing C Magazine, Galerie and Travel + Leisure.
- Discussion emphasized the value of experiential programming and Healdsburg's sense of place as components of destination storytelling.
- JPR will provide a more complete event recap, including metrics and information regarding resulting media coverage, when available.

Upcoming Media Familiarization Trip

- JPR is coordinating another media familiarization trip centered around an "Ultimate Storybook Autumn" theme.
- The itinerary is designed to showcase Healdsburg's charming, small-town character through lodging, dining, wineries, wellness, shopping and other visitor experiences.
- Three visiting media representatives are expected to participate, accompanied by JPR.

JPR Social Content Mission

- A social media content production began September 22 and will continue through September 24.
- The production includes models visiting businesses and destinations throughout Healdsburg to create new destination content.
- Locations and experiences include the Farmers' Market, wineries, lodging properties, restaurants, the Plaza, shops, galleries and other Healdsburg businesses.

Media and Content Strategy

- JPR recommended supplementing hosted journalist visits with targeted outreach in key feeder markets.
- Plans are underway for targeted media meetings in Los Angeles to bring Healdsburg's story directly to journalists and media contacts.

- Fall storylines include harvest, multigenerational and family travel, dining, small-town experiences and Season to Sparkle.
- November and December messaging will increasingly focus on holiday shopping, wellness, Season to Sparkle and winter travel.
- The team continues to identify and work with content creators who can support destination storytelling and campaign reach.

June Photo and Video Shoot

- Initial deliverables from the June photo and video shoot are being received.
- Deliverables include still photography and multiple video lengths for future marketing use.
- New video content is expected to support updates to Stay Healdsburg's website and other destination marketing efforts.

3. Season to Sparkle

Kickoff Event

- The Season to Sparkle kickoff is scheduled for November 21 at Barndiva.
- Plans include food, approximately 20 participating wineries, non-alcoholic beverage options, entertainment and additional interactive elements.
- Content creators may be incorporated to generate and distribute additional social media content around the event.
- Stay Healdsburg has secured 125 tickets to work with lodging partners as a value-add for hotel stays during the kickoff weekend.
- Paid social promotion is also planned to increase awareness and attendance.

Community Programming

- The team will actively encourage Healdsburg businesses and community partners to develop events and activations that can become part of the broader Season to Sparkle campaign.
- The committee discussed the importance of reaching out directly to businesses that may need assistance developing or submitting programming.
- Additional holiday events and experiences are being developed with community partners throughout the season.

Potential Healdsburg Currency Program

- The committee discussed the concept of creating a Healdsburg-specific currency, voucher or "Healdsburg bucks" program.
- The program could potentially be used as a visitor incentive through lodging packages or other destination promotions while encouraging spending at participating local businesses.
- Examples of similar programs in other destinations and shopping districts were discussed.
- Further research would be required regarding administration, merchant participation, funding and reimbursement.
- No program or funding was approved during the meeting.

Marketing, Web and Partner Content

- Season to Sparkle marketing will include social media, website content, collateral and media outreach.
- Partners were reminded to submit their events through the website so they can be incorporated into campaign marketing.

- Events must be properly categorized as Season to Sparkle and identified appropriately for consideration as featured content.
- Stay Healdsburg will ask local businesses to submit Season to Sparkle events and content for possible inclusion in campaign marketing.
- Partners requested campaign assets, including logos and other materials, that can be incorporated into their own communications.
- The team noted that additional education may be needed to help partners understand the distinction between the Stay Healdsburg website event-submission process and the Chamber member portal.

4. District Development Funds for 2027

- The 2027 District Development funding application period is open September 1-30.
- Past recipients have been contacted, and another reminder will be distributed before the application deadline.
- Applications will be reviewed following the close of the application period, with recommendations subsequently brought forward for approval.
- The committee discussed eligibility requirements, including the need for applicants to present a defined event or program and explain its intended impact.
- Caldera had inquired about District Development funding. The committee discussed that the initiative, in its current early stage, does not appear to fit the District Development program in the same manner as an established event.
- Design Healdsburg was noted as having already submitted an application.

5. Sales Outreach - Tradeshows / Feeder Markets

- Sales outreach will become a larger focus as the Stay Healdsburg team continues to develop.
- Stay Healdsburg is scheduled to participate in a Silicon Valley meeting-planner trade show in San Jose on October 21.
- A destination sales presentation to San Francisco meeting planners is scheduled for October 13.
- Texas was identified as an important market for continued sales development.
- Stay Healdsburg will sponsor entertainment at the SITE Texas holiday event in Dallas on December 2, providing exposure to approximately 200 meeting planners.
- The committee discussed potentially incorporating a Healdsburg wine activation into the Dallas event, subject to venue and distribution requirements.
- Additional sales opportunities may be explored in conjunction with upcoming Los Angeles media travel.

6. Q1 Discussion - Low Season Initiatives

- The committee discussed strategies to drive visitation during the late December through February low season.
- Stay Healdsburg is exploring potential Expedia campaigns and other OTA marketing opportunities in collaboration with hotel partners.
- The team will continue discussing low-season needs and opportunities directly with lodging partners.
- The committee discussed positioning Healdsburg as a destination for Q1 corporate meetings, sales kickoff programs and executive retreats.
- Silicon Valley was identified as a potential market for smaller corporate groups and executive retreats during January and February.

- Hotel booking patterns and seasonal demand were discussed, including the need to focus marketing resources on periods where lodging demand is softer.

7. HTID Financial Update

- July HTID assessment revenue was reported at approximately \$154,000 compared with a budget of approximately \$145,000.
- Overall performance was reported at approximately 26% ahead of the budget developed for the period.
- A more complete financial update and updated balance sheet are expected at a future meeting.

Additional Discussion / Adjournment

- The committee briefly discussed continued development and use of the new Chamber and Stay Healdsburg office.
- A potential future visitor center location near the downtown area was also discussed as an opportunity to create a more visible visitor-facing presence.
- Meeting adjourned at 4:33pm.