



HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG

Marketing Committee Meeting Minutes

Tuesday, October 20, 2026 | 3:33 p.m.

Healdsburg Chamber, 219A Healdsburg Avenue, Healdsburg, CA

Attendees

- Maggie Curry
- Erika Dawkins
- Aaron Krug
- Ashley Mauritson

Did Not Attend

- Circe Sher
- Heidi Dittloff
- Oceanna Ingram
- Brooke Ross
- Rose Jimenez
- Zach Dorman
- Kevin Sullivan

Chamber/Stay Healdsburg Staff Present

- Doug Kaminski
- Peter Oakes
- Tristan Goldberg

Call to Order

- The meeting was called to order at 3:33 p.m.

Public Comment

- Staff announced plans to develop a 2027 Marketing Committee application in response to upcoming committee membership changes.

Approval of Consent Calendar

- The September meeting minutes were approved. Motion: Erika Dawkins; second: Aaron Krug. Maggie Curry and Ashley Mauritson voted yes.

1. KHM Presentation: Proposed 2027 Marketing and Media Plan

- KHM (formerly Madden Media) presented proposed 2027 marketing priorities, including group and incentive travel, midweek visitation, targeted media, and experiential sales outreach.
- The plan, creative concepts, digital improvements, and potential partnerships remain under review. KHM will share supporting materials and follow up on proposed deliverables. No final plan was adopted.

2. JPR Update

- Staff reviewed the October 26–28 Los Angeles media mission and the fall midweek travel social media campaign.

3. Stay Healdsburg Website

- Ongoing content, photography, and video updates were reported. Staff are exploring improvements to the existing visitor map to make business listings easier to navigate.
- The Season to Sparkle events page continues to grow, with partners encouraged to submit programming. Staff will review Mindtrip results and explore the Harmon Heald avatar concept; no integration decision was made.

4. Season to Sparkle Updates

- Staff reported strong interest in the November 21 kickoff party and discussed lodging packages and event arrangements.
- Possible approaches to judging sparkle outfits were discussed, with no final format or judge selected.

5. Create & Cultivate Dinner: December 18 at J Winery

- Planning continues for the December dinner as an opportunity to generate overnight visitation and explore future partnerships. Event costs and a larger activation remain under consideration.

6. Sales Outreach

- Staff reviewed upcoming meetings-industry outreach, including the October 21 San Jose trade show. SITE Texas on December 2 was listed on the agenda.

7. Kind Traveler Program

- Discussion was deferred to a future meeting.

8. 2027 Business Plan and Budget Timeline

- The 2027 plan and budget remain in development pending agency proposals and stakeholder input. No budget approval was recorded.

Adjournment

- The meeting adjourned at 4:39 p.m.