



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

Board of Directors Meeting Minutes

Thursday, September 17, 2026 – 8:15 am

Healdsburg Chamber Office (219A Healdsburg Ave., Healdsburg, CA 95448)

Board Members Present: Circe Sher, Aaron Krug, Dan Maraviglia, Heidi Dittloff, Rose Jimenez, David Emig, Maggie Curry, Jim Curry, Mike Brennan, Nancy Brandt,

Board Member Absent: Jim Heid

Chamber Staff Present: Peter Oakes, Doug Kaminski

Others Present: Jenny DeBello

Meeting called To Order: 8:18 a.m.

Public Comment: None

AGENDA ITEMS:

City Update – Chamber Update: Executive committee is meeting with Evelyn, Jeff & April 9/28

CONSENT CALENDAR

Approval of August Minutes Motion: Maggie Curry Second: Rose Jimenez. All Approved.

Candidate Forum Meeting – Looking to find a date and work with Candidates

Peter Oakes is working with City Council and the Lodge at Healdsburg to find a date to make this possible.

Peter Oakes – events, office update, Tech update,

Events: Upcoming events include the MacRostie Mixer today with 55 tickets sold, the Chamber and NoMad Mixer on October 1 from 4 to 6 p.m. as part of Art Nite Healdsburg, and the Heritage Healdsburg Gala on November 12 at Villa Chanticleer. Gala tickets go on sale October 1. A True West event is tentatively planned for December 10, and a Hotel Healdsburg spa event is on hold for January 14.

Gala: The Villa is secured, with staff coordinating volunteers, catering, rentals, and entertainment. Four wineries are confirmed, with one more possible. Bottle pull donations and raffle tickets are still needed.

Office, tech, and marketing: The office has been updated with new paint, art, signage, and

workstations. Microsoft 365, Wi Fi, and laptops are set up, with phones transitioning to Vonage soon. A visitor center and sales desk are in progress. Social media access is mostly complete, and event emails go out Tuesdays and Fridays.

David Hubbell, Healdsburg HS - High School Intern Program

David Jubbell from Healdsburg High School is seeking the Chamber's support for a junior internship program in January with 2 to 6 students. The Chamber will explore opportunities to participate..

Chamber Finance Update by Jenny DeBello. Update on consolidation of accounts and restructuring.

Accountant Jenny DeBello provided an update. The chamber is addressing former balance sheet issues and tax preparations for 2024 and 2025

Approval of Chamber Financials. Motion: Jim Curry. Second: Mike Brennan. All Approved.

The Board discussed updating 2027 membership benefits to appeal to more businesses and is planning a meeting to develop proposals for the October meeting. The Chamber will also focus on member outreach, higher level President's Circle benefits, and a potential member poll.

Chair Appoints Nominating Committee: Three People to include chair, one TID Member: David Emig and one Regular Member Jim Curry

Dan Maraviglia moves to add to agenda Maggie seconds to move for HTID Member for Steve Janieck All Approved

Dan Maraviglia moves to add Steve Janieck to Board, Aaron Krug Seconds- All Approved

Adjournment of Chamber Business Session at 9:09 a.m.

PUBLIC SESSION - TID BUSINESS

Called to Order at 9:09 a.m.

Public Comment (Non-Agenda & Consent Items):

Heidi Dittloff provided an update on SMART's potential train station relocation from Hudson Street to Vine Street. The Chamber will continue monitoring the proposal and its potential impact on the business community.

CONSENT CALENDAR

Approval of August Minutes Motion: Aaron Krug Second: Maggie Curry. All Approved.

Michelle Malanca Frey Update: In process of her continued support to finalize the committees

- Michelle & Peter are working on Committees

Hire of Tristan Goldberg – Doug K

Tristan starts September 21. District Development applications are live, with outreach planned through the Tribune. The team is focused on increasing midweek stays, continuing email marketing, and training on WordPress. The first photos from the June shoot are expected this week.

HTID Finance Update by Jenny DeBello. Update on consolidation of accounts & restructuring

- 26% better than last year budget wise

Approval of HTID Finances Motion: Dan Maraviglia. Second: Rose Jimenez. All Approved.

Doug Kaminski - Madden media projects

- First clips of Photo shoot in June coming in this coming week

Circe Sher - JPR initiatives

Upcoming efforts include the Field Notes event at SingleThread, a Los Angeles industry event, the September 28 Storybook Fam Trip, and continued media and influencer outreach. Sales trade shows are also planned in Silicon Valley and potentially Dallas, with a greater focus on in person relationship building and direct outreach.

Meeting Adjourned at 9:34 a.m.