HEALDSBURG CHAMBER | STAY HEALDSBURG

HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG
Marketing Committee Meeting Agenda

Tuesday, November 17, 2026, 3:30 pm

Meeting Location: Healdsburg Chamber *(219A Healdsburg Ave, Healdsburg, CA)*

- Call to Order
- Public Comment (Non-Agenda & Consent Items)
- Approval of Consent Calendar
    - October Marketing Committee Meeting Minutes

DISCUSSION ITEMS

1. JPR Update
    a. Create & Cultivate Head of the Table Dinner on December 18 at J Winery. The PR team has been vetting content creators.
    b. Angela Melero (The Zoe Report) would like to attend the Sparkle Party. Confirming details.
    c. Influencers
        - Lisa Breckenridge (103K followers), October 31 – November 1
        - Amber Massey (1.7M followers), November 4 – 7
        - Mackenzie Dudzik (164K followers), November 10 – 12
        - Jordan Winery Holiday Influencer Day on December 5

2. Stay Healdsburg Website
    a. Content, image and layout updates
        - Fix broken links, including the visitor's guide link, and update outdated offers
        - The first homepage block now highlights Season to Sparkle
    b. Season to Sparkle page layout updated
        - Cleaner user experience
        - Signature events and the full calendar are easier to find, with offers below the calendar
    c. Mindtrip AI travel planner update
        - We've met with the team and are working to improve results
        - Committee feedback is welcome

3. Sales Outreach
    a. Prestige 5 & 5 FAM (January 28 – 31, 2027)
    b. SITE Texas – 12/2 Dallas, TX
    c. SITE NorCal 2027 – Site for the Senses @ Appellation Healdsburg funding approval

4. Healdsburg Wine & Food Experience Marketing Agreement

5. SCT Visitors Guide for 2027
    a. Two-page spread featuring Healdsburg as a destination
    b. One-page spread featuring meeting spaces

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6. Farm + Market Healdsburg Cookbook
    a. The first print run is nearly sold out
    b. Discussion & approval of Stay Healdsburg marketing funds

7. Marketing Committee Structure for 2027
    a. Committee application from Katherine Nelson - Montage Healdsburg

8. 2027 HTID Budget
    a. The 2027 HTID budget is in development
    b. Chamber Board to approve, update at the next Marketing Committee meeting

9. December Marketing Committee Meeting
    a. Discuss whether to cancel the December meeting and reconvene in 2027.

- **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 Doug Kaminski at 512-497-3617 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.