Board of Directors Meeting Minutes

Thursday, October 15, 2026 – 8:15 am
Healdsburg Chamber Office (219A Healdsburg Ave., Healdsburg, CA 95448)

Board Members Present: Circe Sher, Dan Maraviglia, Heidi Dittloff, Maggie Curry, Jim Curry, Mike Brennan, Nancy Brandt, Steve Janieck

Board Member Absent: Aaron Krug, David Emig

Remote Board Members: Rose Jimenez

Chamber Staff Present: Peter Oakes, Doug Kaminski

Others Present: Jenny DeBello, Michelle Frey, Keo Hornbostel, Sheila Walker

Meeting called To Order: 8:19 AM

Public Comment: None

Closed session for Board Interviews:

AGENDA ITEMS:

CONSENT CALENDAR

Approval of Sept Minutes Motion: Circe Sher **Second:** Nancy Brandt **All Approved.**

Operations Manager Peter Oakes:
Past Events
Recent

- 10/13 Candidates Forum: Approximately 50 attendees; event was well received.
- 10/15 Multi Chamber Mixer: Ready and prepared for the event.

Upcoming Ribbon Cuttings

- 10/16: YWCA
- 10/22: Push Pak Motors
- 10/23: Realm Shop
- 10/29: Show by G Birthday
- 11/9: The Selvedge (Single Thread Hotel)

Other Upcoming Events

- 10/31 Halloween: Signs distributed around the city; community excitement building.
- 12/5 Sip & Shop: Reaching out to wineries and businesses to organize. Seeking help from NoMad businesses.
- 12/9: Final mixer of the year at True West.

Gala & Business Awards (11/12)

- 23 tickets sold; more sales needed.
- Raffle: Working to secure more donation items. Board members are asked to reach out to friends, neighbors, and business owners for quality items.
- Awards voting is open in the newsletters. Please continue sharing the voting opportunity.

Updates

- Continuing to rebuild and organize systems while meeting with chamber members.
- Building the event calendar for next year. Please share any ideas for events or professional development sessions you would like to host.

Membership Billing

- Invoices sent for August, September, and October.
- 8 members dropped during this period (some unpaid from 2025).
- 17 new or returning members gained since September.

Financial Update: Jenny DeBello

Balanced the budget and have been reorganizing our finances to make sure all of our accounts covered and cleaned up and consolidation

Approval of Chamber Financials. Motion: Jim Curry **Second:** Dan Maraviglia **All Approved.**

Adjournment of Chamber Business Session-10:06

PUBLIC SESSION - TID BUSINESS

Called to Order at .10:07

Public Comment (Non-Agenda & Consent Items):

CONSENT CALENDAR

Approval of August Minutes Motion: Circe Sher **Second:** Nancy Brandt **All Approved.**

Approval of HTID Finances Motion: Dan Maraviglia **Second:** Circe Sher **All Approved.**

Financial Update: Jenny DeBello

Jenny reported that the balance sheets have been cleaned up and reorganized. Funds have been reallocated across accounts to improve clarity and organization. The consolidated accounts are up 20% compared to 2025.

Stay Healdsburg Report: Doug Kaminski

The Board received the following update on Stay Healdsburg marketing and program activity:

- Work continues with the two contracted agencies to maintain momentum and further advance Stay Healdsburg. Efforts are focused on building upon the existing strong foundation.

- Website refinements are underway. Staff is also working with Mindtrip to train and guide the AI program hosted on StayHealdsburg.com.
- Season to Sparkle programming is being further developed and expanded.
- The application period (DD) has closed. The scoring committee is scheduled to meet on Friday, October 16, to review submissions.
- Staff is coordinating with the agencies to obtain estimated budgets for calendar year 2027.
- Stay Healdsburg representatives will be in San Jose on Wednesday, October 21.
- The program had a strong presence and positive response at Create & Cultivate in Los Angeles in September.
- Planning is underway for a Create & Cultivate dinner to be held in January.
- Meetings have been held with City Council members and various community organizations to strengthen local partnerships and alignment.
- A media tour is scheduled for the end of October, beginning in Healdsburg and continuing in Los Angeles.

Meeting Adjourned at 10:20