



Board of Directors Meeting Agenda

Thursday, May 16, 2024 – 8:15 am

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

CLOSED SESSION - CHAMBER BUSINESS, 8:15 - 9:10 AM

PUBLIC SESSION - TID BUSINESS, 9:10 AM

1. Call to Order *Brennan* 9:10 am
2. Public Comment (Non-Agenda & Consent Items) *Brennan* 9:10 - 9:13 am
3. Consent Calendar *Brennan* 9:13 - 9:15 am
 - a. Approval of April Public Session Meeting Minutes
4. HTID Finance Committee Update *Smart* 9:15 - 9:25 am
 - a. Approval of April HTID Financials
 - b. Approval of Designated Signers for Chamber and HTID Bank Accounts
5. District Development Committee Update *Bohon* 9:25 - 9:35 am
 - a. Review Questions Regarding Grant Processes
 - i. Update from Civitas
 - b. Next Committee Meeting:
 - i. Prep for Next Grant Cycle
 - ii. Legacy Grant Process
6. HTID Marketing Committee Update *Dittloff & Bohon* 9:35 - 9:45 am
 - a. Review & Approve Marketing Committee Member Applications for Aaron Krug and Rose Jimenez
 - b. Current Projects Updates:
 - i. New Digital Marketing Agency - Immersion Trip
 - ii. Summer Photo Shoot
 - iii. Wine Spectator Update
 - iv. Cvent Profile Update
 - v. A Season to Sparkle Update
 - vi. June Projects:
 1. Single Thread x Stay Healdsburg FAM Trip (5/31-6/2)
 2. J/PR Social Media Content Mission
 3. J/PR FAM Trip (6/25 - 6/28)
7. Adjournment of Public Session - TID Business *Brennan* 9:45 am



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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 Jessica Bohon at 626-422-5472 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed 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.

PUBLIC COMMENT SAMPLE STRUCTURE

- Agenda Item A
 - Staff Reports on Agenda Item
 - Committee Members Discuss
 - Public Comment is opened for all those in attendance to speak for a maximum of 2 minutes per person.
 - Public Comment is closed.
 - Committee Members continue discussion.
 - A motion is made and voted upon.
 - Agenda Item Closed