



**HEALDSBURG CHAMBER OF COMMERCE & STAY HEALDSBURG
Marketing Committee Meeting Agenda**

Tuesday, June 25, 2024, 4:00 pm

Meeting Location: Healdsburg Chamber (219A Healdsburg Avenue, Healdsburg, CA)

- Call to Order Dittloff
- Public Comment (Non-Agenda & Consent Items) Dittloff
- Consent Calendar: Dittloff
 - Approval of April Meeting Minutes

DISCUSSION ITEMS

1. Committee Structure & Terms Hart & Bohon
 - a. Review Committee Member Applications for Aaron Krug & Rose Jimenez
 - b. Discuss Committee Terms
2. Meeting Cadence & Schedule Dittloff
 - a. Discuss Meeting Schedule for Remainder of 2024
3. Season to Sparkle Update Bohon
 - a. Discuss Sponsorship Amounts for Partner Events
 - b. Plan for July Pitch
4. Visitor Services - Guide & Kiosk Bohon
 - a. Review Quotes for Kiosk
 - b. Review Visitor Guide Options
 - c. Discuss Funding Options
5. Chamber Marketing Update Nicholas
 - a. GoLocal Campaign - Next Steps

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- **Adjournment** Hart



HEALDSBURG
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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