



Board of Directors Meeting Agenda

Thursday, April 18, 2024 – 8:15 am

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

Board Members Present: Beryl Adler, Katie Ambrosi, Nancy Brandt, Mike Brennan, Heidi Dittloff, Katy Nestor, Jim Heid, Circe Sher, Maggie Curry, Aaron Krug

Board Members Absent: Erika Dawkins, Doug Kaminski, Bill Smart

Chamber Staff Present: Tallia Hart, Jessica Bohon, Amanda Parks

Public Present (Closed Session Only): Jeff Kay, Evelyn Mitchell

CLOSED SESSION - CHAMBER BUSINESS, 8:17 - 9:18 am

PUBLIC SESSION - TID BUSINESS

- Call to Order: 9:19 am
- Review Brown Act Procedures:
 - Jessica and Tallia reviewed the Notice to the Public and the public comment procedure for all Brown Act meetings. After each agenda item, the public will be allowed to speak for a maximum of 2 minutes.
- Public Comment (Non-Agenda & Consent Items): None
- **Motion to Approve Consent Calendar**
 - First: Aaron Krug | Second: Beryl Adler | All Approved.
- HTID Marketing Committee Update (Jessica Bohon & Heidi Dittloff):
 - Current Projects Updates:
 - *Update on RFP for Digital Marketing Services:* The Marketing Committee approved moving services to Madden Media. Jessica will begin the transition from JNS Next with the plan to have Madden fully in place by the end of Q2.
 - *Visit CA SF Media Reception:* Jessica attended the Visit California Media Reception and made great connections with Bay Area and San Francisco based journalists, editors, and content creators. She will be working with J/PR to follow up with these contacts. For future smaller shows, she will research table top items to display.
 - *Meetings & Groups Guide:* Jessica is working with the partners that have meeting spaces to create a comprehensive guide for the website and to have at trade shows.



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- *City Council Presentation:* After the presentation at City Council, Jessica and Tallia will plan to meet with Council Member Chris Herrod to answer any questions he may have as well as meet with Civitas regarding the concerns raised.
- *Cvent Membership:* Stay Healdsburg now has a Cvent Membership that will go live in May. Jessica will work on the profile throughout April.
- *Summer Photo/Video Shoot:* The Marketing Committee has decided to wait to do another video shoot, but will move forward with a summer photo shoot.
- District Development Committee Update (Jessica Bohon & Circe Sher):
 - *Progress of Summer/Fall Grants:* All grantees and applicants have been notified and checks have been sent.
 - *PR Actions:* Tallia requests that all communications regarding the grants be sent to staff so that there is a consistent message.
 - *Legacy Grant Process:* The District Development committee will be meeting in May to discuss a Standard Operating Procedure for the Legacy Grants.
- HTID Finance Committee Update:
 - Cash flow is good and there is around \$1.4 million in the bank, less District Development funds and savings.
 - **Motion to Approve of HTID Chamber March Financials**
 - First: Aaron Krug | Second: Circe Sher | All Approved. Jim Heid and Maggie Curry Absent.
- Adjournment of Public Session - TID Business: 9:56 am