



Board of Directors Meeting Agenda

Thursday, June 20, 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, Circe Sher, Aaron Krug, Doug Kaminski, Bill Smart, Jim Heid

Board Members Absent: Erika Dawkins, Maggie Curry

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

Public Present: Chris Herrod (Closed Portion Only), Ariel Kelley (Closed Portion Only), Stefanie Giani (Closed Portion Only)

CLOSED SESSION - CHAMBER BUSINESS, 8:16 am - 9:36 am

PUBLIC SESSION - TID BUSINESS

- Call to Order: 9:36 am
- Public Comment (Non-Agenda & Consent Items): None
- **Motion to Approve Consent Calendar**
 - First: Beryl Adler | Second: Nancy Brandt | All Approved.
- District Development Committee Update (Jessica Bohon & Circe Sher):
 - The Committee will meet again to discuss a standard operating procedure for the Legacy Grants as well as prep for the next round of grants. The group will also discuss whether we should move towards a once-a-year grant format.
 - The City of Healdsburg requested an early grant for the Merry Healdsburg celebration because the tree needs to be purchased in July. With the decreased T.O.T. this year, they are requesting information on the grant amount for the next round.
 - **Motion to Approve \$20,000 grant from the Legacy Savings to the City of Healdsburg for the Merry Healdsburg for the holiday tree.**
 - First: Circe Sher | Second: Nancy Brandt | All Approved.
- HTID Marketing Committee Update (Jessica Bohon & Heidi Dittloff):
 - Current Projects Updates:
 - Summer Photo Shoots - J/PR will be conducting their content mission for social media assets the second week of July. We will



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then work with Kim Carroll in September for another photoshoot to focus on summer shots and images for the website and advertisements.

- Madden Media Transition - Madden Media is ready to begin and has been meeting with Jessica to give current audits on SEO, website, email marketing, and ad buys.
- Season to Sparkle Pitch - Jessica is finishing up the long-lead pitch to go out to the journalists through J/PR and with media mailers. The next step will be to work with Daniella to get the word out to all of the Chamber members and to start a timeline with the downtown retail group for the window decorating contest.
- HTID Finance Committee Update:
 - Consistent with last month, there was \$1.26 million in the bank. Operating checking funds are \$761,068 (Total 1000 Bank accounts \$1,263,083 less Total 1040 Available Funds by Class \$324,612).
 - Overall, the January to May net deficit of \$231,575 was 213.9% higher than budget and \$245,809 larger than January to May 2023. Most of this was a timing difference (District Development grants \$119,500). Year over year changes are largely attributed to sales, marketing, and agency fees.
 - **Motion to Approve of HTID Chamber May Financials**
 - First: Aaron Krug | Second: Doug Kaminski | All Approved.
- Adjournment of Public Session - TID Business: 9:53 am