



## Board of Directors Meeting Agenda

Thursday, May 16, 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, Maggie Curry, Aaron Krug, Erika Dawkins, Doug Kaminski, Bill Smart

**Board Members Absent:** Jim Heid

**Chamber Staff Present:** Tallia Hart, Jessica Bohon, Amanda Parks, Daniella Nicholas

**Public Present:** None

**CLOSED SESSION - CHAMBER BUSINESS, 8:18 - 8:55 am**

**PUBLIC SESSION - TID BUSINESS**

- Call to Order: 8:55 am
- Public Comment (Non-Agenda & Consent Items): None
- **Motion to Approve Consent Calendar**
  - First: Maggie Curry | Second: Katie Ambrosi | All Approved.
- HTID Finance Committee Update:
  - The Marketing Committee has recently approved spends on reactive marketing plans such as Cvent membership and an ad in Wine Spectator. The amount approved exceeds the current contingency budget.
  - **Motion to Approve of HTID Chamber March Financials**
    - First: Aaron Krug | Second: Heidi Dittloff | All Approved.
  - **Motion to designate the current Board Chair (Mike Brennan), Treasurer (Bill Smart) and CEO (Tallia Hart) as signers on the bank accounts, and that only checks over \$10,000.00 require two signatures.**
    - First: Aaron Krug | Second: Maggie Curry | All Approved.
- District Development Committee Update (Jessica Bohon & Circe Sher):
  - Tallia and Jessica met with Civitas to discuss the most recent questions surrounding the District Development Grants. After discussing with the DD Committee, we will be requesting talking points from Civitas so there is a specific message being distributed.
  - The Committee will meet again to discuss a standard operating procedure for the Legacy Grants as well as prep for the next round of



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grants. The group will also discuss whether we should move towards a once-a-year grant format.

- HTID Marketing Committee Update (Jessica Bohon & Heidi Dittloff):
  - The Board reviewed the Marketing Committee Member Applications for Aaron Krug and Rose Jimenez. Due to the size of the current committee, the Board requested that staff reach out to legal counsel on the best way to establish terms for the committee before making any decisions.
  - Current Projects Updates:
    - *Immersion Trip*: Madden Media is being onboarded and will be completing an immersion trip in July.
    - *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. Jessica is collecting quotes from different photographers.
    - *Wine Spectator Update*: The June issue is out and everyone is incredibly happy with the coverage!
    - *Cvent Membership*: Stay Healdsburg now has a Cvent Membership that is live and receiving RFPs.
  
- Adjournment of Public Session - TID Business: 9:47 am