

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MEETING AND AGENDA
BOARD OF DIRECTORS REGULAR MEETING
Sonoma Valley Inn, Mission Room C
550 Second Street West, Sonoma, CA 95476
October 17, 2019 8:00 AM

Call to Order/Introductions: Norman Krug

Public Comment:

*Public comment for ALL items on or not otherwise on the Agenda.
Please limit individual comments to three minutes*

Norman Krug

Consent Items:

Norman Krug

Information Items:

1) **Financial update:**

Dan Parks

Disbursement timeline for TID advertising funds

2) **Marketing update:**

Tim Zahner

SVVB advertising update

3) **City of Sonoma update:**

Cathy Capriola

4) **Sonoma County Hospitality Association update:**

Brian Montanez

5) **Other items:**

Norman Krug

Application process for TID grants for FY20/21 – discussion

How and when to use emergency advertising funds – discussion

Action Items:

1) **Approval of Minutes:**

Norman Krug

Review, discuss and approve minutes from Sep 19, 2019

2) **Consideration of items for future agendas:**

Norman Krug

Board Member Comments:

Board members are allocated three (3) minutes each to comment.

Adjournment of Board Meeting

Norman Krug