

# SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MINUTES  
BOARD OF DIRECTORS REGULAR MEETING  
Sonoma Valley Inn, Mission Room C  
550 Second Street West, Sonoma, CA 95476  
Aug 15, 2019 8:00 AM

## MINUTES

### Call to Order/Introductions:

Norman Krug

Meeting called to order 8:06 AM

### 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

**Budget closed for FY 18/19**

*City cash flow is doing a good job with TID remittances*

*For grants to community events – want to make sure we are getting word out about community grants available. Tim mentioned SVVB has sent it out and posted it and getting it out and we expect some good applications next month.*

*Dan predicts rougher times ahead as RevPAR looks like it is slowing down.*

#### 2) *Marketing update:*

Tim Zahner

*Presented the draft of the report to the City.*

*M: To accept the presentation to the City, including the letter to the Council and the accompanying presentation.*

*M: Brian*

*S: Dan*

*Motion passes unanimously*

#### 3) *City of Sonoma update:*

Cathy Capriola

4) ***Sonoma County Hospitality Association update:*** Brian Montanez  
***Report on the media relation seminars at Ledson***  
***Next mixer at Schulz Museum***

5) **Other items:** Norman Krug

**Annual report to City** Cathy Capriola

**Action Items:**

1) **Approval of Minutes:** Norman Krug  
**Review, discuss and approve minutes from July 11, 2019**

***M: Brian***

***S: Ruben***

***Minutes approved as submitted***

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

**Grant disbursements review**

**Board Member Comments:**

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

***Mayor Harrington – discussion that the Urban Growth Boundary and General Plan are coming up for discussion. It will be on the 2020 election cycle. Also, look for investment in the Plaza and some ways to work together on that.***

**Adjournment of Board Meeting** Norman Krug

***M: Brian***

***S: Ruben***

***Motion passes unanimously***

***Meeting adjourned at 8:47 AM***

**NEXT MEETING – SEPTEMBER 19, 2019 at 8:00 AM**