

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**NOTICE OF SONOMA TID MEETING**  
**MINUTES OF BOARD OF DIRECTORS ANNUAL MEETING**  
**February 9, 2023 9:00 AM**

Attendees: Norman Krug, Sandra Loew, Christopher Wingerberg, Dare Sturges, Daniel Parks, Mark Linder, Hunt Bailie

**Call to Order/Introductions:** **Norman Krug**

**Introduce new TID members from City of Sonoma**

**Public Comment:**

*Please see information about Public Comment below*

**Norman Krug**

**Consent Items: Norman Krug**

**Information Items:**

1) **Financial update:**

**Dan Parks**

Dan Parks:

\$652,000 in account

\$200,000 in catastrophic reserves

2) **Marketing update:**

**Tim Zahner**

*Competing with Tahoe as they are getting snow and we are getting rain*

*New website launched with blogs, information, booking engine*

*Ads on TravelZoo and online ads directing people to "Sonoma in winter" as well as preparing*

*About 200 guide requests weekly, a good indicator of future traveler*

*Mayor Lowe: request show more diverse imagery on the website*

3) **City of Sonoma update:**

**City Manager or Vice Mayor**

*Mayor Lowe: Recall "Meet the mayor" event is tonight, kicking off a "year of art" in Sonoma, including local artists will be featured in the council chambers.*

*Housing plan has been approved by City and we are ahead of the game*

*Have been put on transportation committee*

*200<sup>th</sup> anniversary of the mission*

*Staycation recent in the City of Sonoma and enjoyed time*

*Question: Chris – will the museum do the sculptures on the Plaza again? Mayor: We would like to and we are planning for some future programs, the fine arts and culture commission can provide guidance.*

*Interim City Manager Mark Linder: At least 11 great candidate for the final city manager position.*

*Starting on the budget for the City.*

*Big issues are homelessness, housing, arts and the new city manager.*

**4) Other items:**

**Norman Krug**

**Action Items:**

*Allocation of funds for annual group/meetings representation through SVVB*

*M: Hunt*

*S: Dan*

*Discussion: Request standing agenda item for TID meetings*

*Motion passes unanimously.*

*Allocation of funds to catastrophic reserve - \$50,000*

*M: Dan*

*S: Chris*

*Discussion:*

*Motion passes unanimously.*

**Approval of Minutes:**

**Norman Krug**

*Review, discuss and approve minutes from November 10, 2022*

*M: Chris Wingerberg*

*S: Hunt Bailie*

*Minutes approved*

**Consideration of items for future agendas:**

**Norman Krug**

*Update on meetings program – standing*

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**