

**SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES**

**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
July 11, 2019 8:00 AM**

Call to Order/Introductions: Norman Krug

Meeting called to order at 8:08 AM

Public Comment:

No public comment

Norman Krug

Consent Items:

No consent items

Norman Krug

Information Items:

1) *Financial update:*

Signatures on accounts

Dan Parks

M: To change signatures to take off Zac Weinberg, add Jay Garret and Brian Montanez

M: Wendy, S: Brian

No discussion

Passes Unanimously

Monthly TID payments from City is helping with cash flow, about \$545,000 in bank now.

We are in good financial shape.

2) *Marketing update:*

Tim Zahner

Marketing meeting on August 14, 2019

Planning off-season advertising now

Lighting of the Plaza – Nov 16, 2019 and Holidays in Sonoma

3) *City of Sonoma update:*

Cathy Capriola

Table this to next meeting

4) Sonoma County Hospitality Association update:

Brian Montanez

Upcoming events: Health inspector training for hotels, mixers every other month, training

Updates on the PG&E Emergency Power Shutoffs

5) Other items:

Norman Krug

Promotion of TID and what it does

Annual report to City

Cathy Capriola

Table this to next meeting

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from June 13, 2019

M: Brian

S: Jay

Passes unanimously, Dan Parks abstain

2) Consideration of items for future agendas:

Norman Krug

- Prepare for City report presentation
- Review and discuss applications for grants

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Brian

S: Jay

Motion passes unanimously

Aug 8, 2019 – next TID meeting

TO DO:

Send out grant forms to community events, post on the website