

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES OF SONOMA TID MEETING
BOARD OF DIRECTORS
October 14, 2021 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Wendy Peterson, Hunt Bailie, Liddy Parlato, Chris Wingerberg, Garrett Toy, Madolyn Agrimonti, Dan Parks, Norman Krug

Public: Milan Drager, MacArthur Place; Tim Zahner, Sonoma Valley Visitors Bureau

Public Comment:

Please see information about Public Comment below

Norman Krug

Consent Items: Norman Krug

Information Items:

1) ***Financial update:***

Dan Parks

We are getting healthier by the month – occupancy and ADR are doing very well.

Current balance: \$258,000

Already transferred majority of winter advertising fund to marketing account at SVVB

Agenda item: Check signers on account. We require two signers on the account. Kaala Stewart is now located three hours away, so would like to replace Kaala with Chris Wingerberg from the Lodge as one of three possible signers (others are Dan Parks and Norman Krug.)

Motion: Change signature authority to include Chris Wingerberg as a signer and remove Kaala Stewart.

M: Dan Parks

S: Madolyn Agrimonti

Discussion: None

Motion Passed Unanimously

2) ***Marketing update:***

Tim Zahner

October 29 – Community trick or treating around the Plaza

November 20 – Lighting of the Plaza, TID is major sponsor and has helped get other sponsors. The official kick-off to the holidays

Tour and travel emails to professional travel planners

Advertising campaigns kicking off in November

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

City Manager or Mayor

Paving update on Broadway – Work in October, striping in November, dependent on weather
Council meetings from Mondays to first and third Wednesdays starting in November

Any updates on the Sonoma Hotel project on First Street? No updates.

4) Other items:

Norman Krug

None

Action Items:

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from Sep 9, 2021

M: Dan Parks

S: Chris Wingerberg

Passed unanimously

Consideration of items for future agendas:

Norman Krug

Board Member Comments:

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

Madolyn Agrimonti – swimming pools under construction and will be completed in June 2022.

Adjournment of Board Meeting

Norman Krug

M: Hunt Bailie

S: Madolyn Agrimonti

Meeting ended unanimously