

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID SPECIAL MEETING MINUTES BOARD OF DIRECTORS REGULAR MEETING ONLINE or PHONE April 23, 2020 9:00 AM

Attending: Cathy Capriola, Dan Parks, Ruben Cambero, Wendy Peterson, Byron Jones, Norm Krug, Jay Garrett. Mayor Logan Harvey joined at 9:20.

Call to Order/Introductions: Norman Krug

Public Comment:
Please see information about Public Comment below Norman Krug

Consent Items: Norman Krug
Information Items:

1) **Financial update:** Dan Parks

*Feb was fairly normal, though collections down a bit, so possible someone didnt pay yet.
About \$400,000 in bank, ready for next round of marketing in upcoming fiscal year.
Expect collections to be very low and non-existent from mid-March until reopening.*

2) **Marketing update:** Tim Zahner
COVID response and future plans

Paid advertising is shut off. Right now only promoting general brand and imagery, as well as promoting with public relations. Major themes are scenery and asking people to travel when the time is right.

3) **City of Sonoma update:** Cathy Capriola
Economic Forecast & Scenario

Working with SVVB, Chamber and Sonoma Valley Vintners and Growers – kudos to the three organizations for being very cooperative and collaborating well

*Reopening – “dimmer switch” vs “light switch”
Modify parks first
Renew the order for Shelter In Place
Recommend good protocols for reopening cleanliness/safety
Sonoma Safe tagline?*

*July – February we were running pretty good – the best since 2017 in that period.
Our January and February were still pretty good compared to previous – especially if some people didn’t pay yet – may be missing two.*

For planning, assume little income through June.

Assume about a 15% hit to City Budget – estimate \$2.7M or so. This is a draft number, so it won't be really known until collections.

Council can look at using reserves or other sources and depends on how TOT and other revenue streams due in years ahead. Will also need to look at what to do if protracted recession.

Mayor Harvey-

Want to find ways to get businesses to reopen safely, worried about impacts of other businesses opening early and how that will affect those travelers coming inbound to Sonoma

Cathy Capriola- Smaller cities didn't get funds from Federal relief bills yet. Sonoma is working with five other cities to get a federal lobbyist to try and receive more federal dollars.

Parks- Don't see this going away anytime soon.

Cathy Capriola – Agree on sunk losses. Question is what happens moving forward and how we recover for rest of year.

Mayor Harvey – lean on tech workers, Bay Area to bring in travelers

Cathy Capriola- we are lucky to have the Plaza and a good community- these are strong assets.

4) Other items:

Norman Krug

Healdsburg TID information re: projections

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from March 12, 2020

M: Cambero

S: Peterson

Motion passes unanimously

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

M: Jones

S: Harvey

Motion passes unanimously

SPECIAL PUBLIC COMMENT INSTRUCTIONS DURING COVID-19 PANDEMIC

Consistent with Executive Orders No.-25-20 and No. N-29-20 from the Executive Department of the State of California and the Sonoma County Health Official's March 17, 2020 Shelter in Place Order, the TID meeting will not be physically open to the public and TID Members will be teleconferencing into the meeting via an electronic meeting platform. The meeting will be live streamed on TID's YouTube Channel

(https://www.youtube.com/channel/UCFKrrMu1TDR_qdIOm7oaE7Q/).

Public comment for TID meetings will only be accepted via email to info@sonomatid.com. Public comment can be submitted at any time, however, in order to be read into the record during the meeting it must be submitted after the meeting is called to order and prior to the close of the Public Comment period the pertinent item. It will be read into the record with a maximum allowance of 2 minutes per individual comment, subject to the chair's discretion. Only one email per item can be submitted by each member of the public. Any comments received prior to the commencement of the meeting will be handled in the current manner and uploaded to the minutes for meeting. It will not be read during the meeting.