

SONOMA TOURISM IMPROVEMENT DISTRICT

**Minutes OF SONOMA TID MEETING
SPECIAL MEETING OF BOARD OF DIRECTORS**

Best Western Sonoma Valley Inn

Krug Event Center

550 2nd St W

Sonoma, CA 95476

April 11, 2024

9:00 AM

Call to Order/Introductions:

Norman Krug

Norman Krug

Dan Parks

Dare Sturges

David Guhin

Hunt Bailie

Public: Tim Zahner, Nicole Whitaker

Public Comment:

Please see information about Public Comment below

Norman Krug

Consent Items: Norman Krug

Nicole Whitaker voted in as TID member

M: Norman Krug

S: Hunt Bailie

Information Items:

1) City Update

**City of Sonoma
(John Gurney or City Manager)**

David Guhin: Budget process is underway- June 19 for adoption date

Timing of annual presentation to City of Sonoma – August?

2) Marketing update:

Tim Zahner

Marketing and meetings update

April 19 – Marketing Roundtable

May 22 – Open House at Visitor Information Center

3) Financial Update

Dan Parks

Dan Parks-
Catastrophic Reserves are healthy

4) Other items:

Norman Krug

Preparation for reauthorization of district and authorize use of Civitas Advisors to assist in amount up to and not to exceed \$20,000. Action needed: motion to authorize Norman Krug and Dan Parks to enter into an agreement for services with Civitas Advisors for renewal of district.

M: Dan Parks

S: Hunt Bailie

Vote: Passes unanimously

Grant requests:

Fourth of July

Make a presentation on Fourth of July – why need extra funds and how it is used?

Please come in a make a presentation in August or September for the TID on the future accounting

Reports from members

Norman Krug: Mid-May opening of Best Western. Reflag to Hilton (Tapestry) in December.

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from March 14, 2024

M: Dan Parks

S: Hunt Bailie

Abstain: David Guhin, Dare

Minutes approved

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

M: Hunt

S: Dare

Motion Passed Unanimously

Norman Krug