

# SONOMA TOURISM IMPROVEMENT DISTRICT

MINUTES – CHECK IN  
Best Western Sonoma Valley Inn  
550 2nd St W, Sonoma, CA 95476  
Krug Event Center  
April 13, 2023 9:00 AM

NOTE: DUE TO LACK OF QUORUM, NO ACTIONS WERE TAKEN

Present: Dare Sturges, Norman Krug, Mark Linder, John Gurney, Chris Wingerberg

**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

2) **Marketing update:** Tim Zahner

Visitor Guide – ad sales will open soon. 50,000 copies will be printed and shipped by August

Website – new content featuring “Taverns of Sonoma Valley,” “Where to Eat in The Springs,” “Where to listen to live music in Sonoma Valley”

Social content: “Spring Fashion Shoot”, Barnyard babies, upcoming feature on where to eat in the Springs

PR push: Mother’s Day, Summer events, Fun in the sun

Ad campaigns:

Transition from “Winter in Sonoma Valley” to “Spring” messaging: mustard, flowers, farmers market

Ads running on search, links to native content stories, facebook for lead generation for emails

3) **City of Sonoma update:** City Manager or Vice Mayor

New city manager will be announced later today. Mark Linder will stay on during transition. New city manager will most likely be at next TID meeting.

4) **Other items:** Norman Krug

**Approval of Minutes:**

**Norman Krug**

***No quorum***

**Review, discuss and approve minutes from February 9, 2023**

**Consideration of items for future agendas:**

**Norman Krug**

***Items to consider include financial report from Treasurer, reminder that organizations can request funds for grants for off-season events, update on Healdsburg liaison, meetings program update***

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**