

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTES

BOARD OF DIRECTORS

ONLINE or PHONE

April 14, 2022 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Norm Krug, Liddy Parlato, Hunt Bailie, Jack Ding

Public: Tim Zahner

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

Website update

Visitor Guide update – ad sales are open

Photo shoot collaboration coming up

County application visitor center funding

City of Sonoma funding

3) *City of Sonoma update:*

City Manager or Mayor

Jack Ding, Mayor:

Budget surplus

Acting City Manager – Sue Casey

Parklets consideration in process with Kelso Barnett and Bob Felder in Ad Hoc Committee

200th Anniversary of the Sonoma Mission founding is 2023 – working closely with state park officials on the events

Thank you to visitors bureau for help with 10 consular generals from around the world during a visit, Countries represented included Greece, China, India, South Africa, and others.

4) **Other items:**

Norman Krug

Consideration of funding request: Fourth of July Parade is in budget, just waiting for application from Sonoma Valley Firefighters Foundation

Action Items:

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from Feb 10, 2022

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

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.