

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES OF SONOMA TID SPECIAL MEETING
BOARD OF DIRECTORS
April 8, 2021 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Hunt Bailie, Wendy Peterson, Liddy Parlato, Dan Parks, Norman Krug, Chris Wingerberg, Dave Kiff (joined during marketing report)

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

**Feb 2020 - \$17,000 TID collected vs. \$36,000 year prior
Moving in the right direction – January was less than \$5000.**

\$165,000 in regular account

\$50,000 in emergency

This is way down from previous years, but coming back... April hopefully will help us get back to more normal but hard to do budgeting for the next year right now.

2) **Marketing update:**

Tim Zahner

Sonoma County has moved into the Orange Tier.

Have turned back on the TravelZoo campaign that we had credits with from November

Livestream Videos have been popular with online video

Visitor Center traffic is up

Hunt Bailie: Are we seeing an increase in web traffic?

A: Yes. Web traffic up about 33% from previous week. Signals of intent to travel are up – people requesting for info or signing up for emails, etc...

Liddy Parlato: Some new meetings guidance has been released but it's so new need to interpret. Seeing increased demand for small meetings.

3) **City of Sonoma update:**

City Manager or Mayor

Orange tier. Seeing what the slight uptick in Covid cases means, Dr. Mase didn't seem overly concerned as they aren't high risk patient groups. Vaccinations are going up.

Council will discuss parklets & economic development on April 19

Clarification of parking at Casa Grande lot for the Plaza

City manager interviews down to about eight candidates for May 1 round then down to two or three finalists

4) Other items:

Norman Krug

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from March 11, 2021

M: Dan

S: Hunt

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: Hunt Bailie

S: Wendy Peterson

Meeting is ended 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.