

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID SPECIAL MEETING
MINUTES
BOARD OF DIRECTORS REGULAR MEETING
ONLINE or PHONE
August 13, 2020 9:00 AM

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

Assume we will see more money in July collections as hotels reopen. We have \$189,000 in regular account, about \$50,000 in catastrophic reserve.

2) **Marketing update:** Tim Zahner

SF Travel research update – 2021 is when group travel might come back, 2024 is when it will return to prior levels. Details:

https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/sonomavalley/SFTravel_2020_2021Forecast_SVVB_3b581c2a-fac1-400d-96a0-b39d4241b8ea.pdf

Had a group lead come in – positive sign.

Popular content: recipes, outdoors, consumer email performing well

Mask Zone around the plaza messaging

Sonoma Promenade program trial

Text for visitor help program trial

Update on the Lighting of the Plaza – lights going on up in October, but will do a pre-taped announcement online of the event

3) **City of Sonoma update:** Cathy Capriola

Cannabis update going before council

Fines for non-mask compliance (education first is preferable)

Urban Growth Boundary re-authorization vote is coming up
PSPS prep – probably (hopefully) won't be as drastic as previous, especially in city limit

Business Task Force (SVVB, Chamber, SVVGA, City of Sonoma) work on allowing parklets, expansions outside (called Sonoma Al Fresco); Sonoma Promenade rolling out, allowance of canopies for winter season (one roof, one side wall)

Dan- Is the ABC being cooperative?

Cathy- Yes, and the Vinters & Growers have been good partners

Mayor Harvey – appreciation of work businesses are doing, would love to get momentum going, and make sure we can carry this forward

Revenue projections – trying to see where we are, more likely leaning toward the “optimistic” and “base” projections rather than “pessimistic” but still watching

TOT dashboard shows June was 10% of where we are historically – will see how July lands

Norm – we will miss you Cathy

Byron – Second that as well – great to work with you

Dan- You will be missed Cathy

Wendy- You have been great for us

Ruben – They have big shoes to fill, Cathy

4) Other items:

Norman Krug

Discussion about new GM coming to the Lodge, Jay Garrett at Lodge until end of month and that could be extended if needed

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from July 09, 2020

Passed unanimously

2) Consideration of items for future agendas:

Norman Krug

Nomination to replace secretary of TID

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Byron Jones

S: Dan Parks

Meeting 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.