

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**MINUTES OF SONOMA TID MEETING**  
**BOARD OF DIRECTORS**  
**August 12 , 2021 9:00 AM**

**Call to Order/Introductions:** Norman Krug

**Present:** Madolyn Agrimonti, Aranda Tynes, Wendy Peterson, Chris Wingerberg, Liddy Parlato, Dan Parks, Norman Krug

**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

**Agenda item:** Consideration of re-opening granting based upon latest financial information. (Recurring item until September meeting.)

**Dan:** Believe we can begin to make contributions to advertising fund and reopening possible grants to the off-season events. We will have roughly \$400,000 for marketing and \$100,000 for visitor services budgeted, and we assume we will meet those revenues within 60 days or so. We have a payment schedule that takes into account cash flow.

2) ***Marketing update:***

Tim Zahner

**Lighting of the Plaza – Nov 20**

**Meeting with ad buyer to go over strategy – will be investing in digital ads primarily so we can turn on or off as situation changes quickly**

**Two new guides online: How to do a corporate event in Sonoma Valley, how to plan a wedding in Sonoma Valley**

**Looking for fall and harvest information to promote.**

**Looking for winter information for off-season promotion.**

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

City Manager or Mayor

**Broadway striping moving forward, been in the works since 2016, hoping to make it safer for walkers and cyclists**

August 17 – harvest bell ringing at the Mission

Working on a plan to run cemeteries so they don't run at a loss each year (about \$100,000 each year)

Sandra Lowe, James Cribb and Mike Nugent have all filed to run for vacant city council seat

4) Other items: Norman Krug

Action Items:

Approval of Minutes: Norman Krug

Review, discuss and approve minutes from July 15, 2021

M: Wendy Peterson

S: Dan Parks

Motion passes unanimously, Madolyn Agrimonti abstaining (not in attendance)

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: Wendy Peterson

S: Chris Wingerberg

Meeting adjourned 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/](https://www.youtube.com/channel/UCFKrrMu1TDR_qdIOm7oaE7Q/)).*

*Public comment for TID meetings will only be accepted via email to [info@sonomatid.com](mailto: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.*