

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

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

**Present:** Norman Krug, Jack Ding, Garrett Toy, Liddy Parlato, Chris Wingerberg, Dan Parks,  
**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

Financials are good, reserves are refilling  
Check for \$139,000 coming, brings our bank balance to \$450,000

Future payments to SVVB for marketing and visitor services in January

January disbursement due:

2) **Marketing update:** Tim Zahner

Ad programs in the works, current promotions:

Shopping Guide  
Culinary

Norm: What are current marketing plans for January? Can you please review with us?

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

Highway 12 Striping Project will be under way but is weather dependent.

Mayor Jack Ding- thank you for your hard work. One third of our budget comes from TOT. I will work closely with the council and the city manager

4) **Other items:** Norman Krug

**Action Items:**

**Approval of Minutes:**

**Norman Krug**

**M: Dan**

**S: :Liddy**

**Minutes approved**

**Review, discuss and approve minutes from November 11, 2021**

**Consideration of items for future agendas:**

**Norman Krug**

**Additional members for TID – open ended**

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**