

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES OF THE BOARD OF DIRECTORS
ONLINE or PHONE
December 10, 2020 9:00 AM

Call to Order/Introductions:

Norman Krug

Attendees: Norman Krug, Hunt Bailie, Chris Wingerberg, Dan Parks, Cathy Capriola,

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

It's not going to be pretty this year. Nov20 \$22,300 vs \$83,000 Nov19.
If it's any comfort we are all getting hit real hard equally.

We have money for marketing, but next year is obviously going to be very lean.

2) ***Marketing update:***

Tim Zahner

Paid advertising is currently turned off.

We did get a free ad in the New York Times- Bay Area Region- SF Arts Program on Thanksgiving weekend.

Thank you for support of the Lighting of the Plaza. The online event got a lot of viewers and we will be rolling out the individual videos throughout the season – for example the Hanukkah song tonight because it's the first week of Hanukkah.

The Plaza lights are very popular.

New shopping map is out and available. Encouraging people to shop in Sonoma Valley.

Off-season plans: outdoors, wellness.

Waiting for when we can encourage overnight visitation again before investing in paid advertising.

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

Cathy Capriola

Regional stay at home based on number of staffed ICU beds in region. We will most likely be hitting out shut-down threshold by Friday or Saturday. Hoping we get enough warning from the County so we can

get through the weekend and not cause too much confusion. Will be hard if we have to cancel or move reservations for hotels – hope for 48 hour notice.

Hunt: Questions about the dashboard

Cathy: Shows where the dashboard is on the state Covid page and from there the regions. Sonoma County is part of the Bay Area region.

Chris: Lodge will have to furlough people again.

Ruben: MacArthur Place is in the same situation. This is going to put a lot of people out of business.

Clarification of minimum shut-down length: three weeks

Norman: Want to give a special thank you to Cathy Capriola for all that she has done and her leadership and helping out. You will be missed.

Dan Parks: Agree – Cathy we look forward to seeing you in town and thank you.

4) Other items:

Norman Krug

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from November 12, 2020

M: Hunt Bailie

S: Dan Parks

Motion passes unanimously

2) Consideration of items for future agendas:

Norman Krug

None

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Chris Wingerberg

S: Hunt Bailie

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.