

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MINUTES

BOARD OF DIRECTORS REGULAR MEETING
Sonoma Valley Inn, Mission Room C
550 Second Street West, Sonoma, CA 95476
Feb 13, 2020 8:00 AM

*Present: Kaala Stewart, Byron Jones, Wendy Peterson, Ruben Cambero-Sedano, Dan Parks, Jay Garrett.
Logan Harvey joined at 8:15 AM.*

Call to Order/Introductions:

Jay Garrett

Call to order at 8:10 AM

(Note: Norman Krug was absent)

Public Comment:

*Public comment for ALL items on or not otherwise on the Agenda.
Please limit individual comments to three minutes*

Jay Garrett

Consent Items:

Jay Garrett

Information Items:

1) Financial update:

Dan Parks

\$350,000 in bank

Working with Jay and Ruben for budgeting for FY 20/21. Discussion about where TID and TOT will net out next year based on new properties coming online (5 more rooms with Sonoma Bungalows) as well as renovations among other properties.

2) Marketing update:

Tim Zahner

*Presented the marketing report from the marketing roundtable
Major focus: Winter visitation program, campaigns*

3) City of Sonoma update:

Cathy Capriola

Updates on issues related to public safety, homeless issues and zoning for the homeless program (parking) at the City Hall parking lot. Cities can't move homeless off public land unless there is a bed offered to them (Boise decision).

Conversations with Sonoma Overnight Support (SOS) and the Haven.

Santa Rosa and Northern CA has a problem with homelessness with greater impacts than other communities.

Logan Harvey:

Thank you to hoteliers who have worked with City in the past for emergency housing when needed.

Don't want to risk the safety and economy of Sonoma residents, also want to help those in need.

Cathy Capriola:

Community stakeholder group on homelessness being formed

*Other items – housing impact fees being looked at – next City Council meeting
Restriping of Broadway with CalTrans*

Farmer's market – opens in May, Chamber of Commerce as new management

Cannabis – Feb 21 review

4) Other items:

Jay Garrett

a) Debrief Lighting of the Plaza and Future Ideas for Winter 2020

Ideas:

“Snow machine” makes it snow from City Hall

Light show (laser light show) on City Hall

Ice Sculptures Contest or other ideas

Hotel tours of decorations – Open House tour

Silly sled race or something on second street

Carriage rides

Christmas at the Mission

LOVE sculpture was popular – how to replicate?

Elicit ideas from the public about winter promotions

Competition or thing that brings people in – wreath thing? Something about the horseshoe?

12 Days of Christmas on the Plaza? People find the signs of the holidays – get the arts groups involved

b) Grant Application: Sonoma Plein Air Foundation

Action Items:

- 1) **Approval of Minutes:** **Jay Garrett**
Review, discuss and approve minutes from Jan 9, 2020

M: Ruben
S: Dan Parks
Passes unanimously

- 2) **Consideration of items for future agendas:** **Jay Garrett**
TID public awareness campaign
Transcendence Theatre company
Invite Sonoma Bungalows (Mike or Valerie Marino) to attend for FYI

Board Member Comments:

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

Byron – Call of the Valley film was screened in Washington DC for the Wine

Adjournment of Board Meeting

Jay Garrett

M: Logan

S: Dan

Motion passes unanimously