

SONOMA TOURISM IMPROVEMENT DISTRICT

MINUTES

BOARD OF DIRECTORS

ONLINE or PHONE

February 10, 2022 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Norman Krug, Hunt Bailie, Jack Ding, Chris Wingerberg, Liddy Parlato, Jack Ding, Garret Toy

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

Dan was unable to attend meeting.

Tim Zahner noted December 2021 was a very productive month – snow storms in Tahoe coupled with pent-up demand helped Sonoma Valley. Highest TOT in three years (though 2020 we were in shut-down so it's anomalous.)

2) **Marketing update:**

Tim Zahner

Coop Nativo campaign launching

PR – French Guidebook in town

Livestreams – looking for new guests to be on with us

Liddy- seeing increased demand with restrictions lifting. Any new grants coming in?

Tim- no new grants in the form collector, will bring them back to TID when and if they come in

Norman- seeing more queries for small meetings

3) **City of Sonoma update:**

City Manager or Mayor

Mayor Jack Ding- thank you for you all for generating revenue for the City. Broadway restriping project is coming along.

Request for thinking about our 200th anniversary for the founding of Sonoma and how to promote.

Garrett Toy-

Sales tax predicted to come in 15% higher than expected and higher than pre-pandemic projections

Parklets ad hoc working on parklets or a similar program into future of Sonoma if City Council chooses to do so.

4) Other items:

Norman Krug

Action Items:

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from Jan 13, 2022

M: Hunt

S: Chris

Motion passes unanimously

Consideration of items for future agendas:

Norman Krug

Norman – potential participation of El Dorado and other hotels (El Pueblo, others) to see how things are going.

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Hunt

S: Liddy

Motion passes unanimously