

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES
BOARD OF DIRECTORS
Feb 11, 2021 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Norman Krug, Kaala Stewart, Wendy Peterson, Ruben Cambero, Hunt Bailie, Dan Parks, Dave Kiff

Public: Tim Zahner

Public Comment:

Please see information about Public Comment below

Norman Krug

No Public Comment

Consent Items: Norman Krug

None

Information Items:

1) *Financial update:*

Dan Parks

Collections YoY for Jan:

Jan 2021 - \$9,454

Jan 2020 - \$36,356

**Bank balance - \$134,000 this year
\$346,000 last year**

This will mean a very different year next year. Trying to save money by not spending a lot of advertising now, but it's not a pretty picture for next year

We also have \$50,000 in emergency reserves.

Not a normal year – ordinarily we would be wrapping up advertising by now.

2) *Marketing update:*

Tim Zahner

We are not doing paid advertising now because of Purple Tier. Hoping to shift to Red Tier by March 1, so possibly start advertising then. Right now social media and unpaid media (public relations) works.

Encouraging people to order direct from restaurants with a new “order direct” campaign to help restaurants.

Live video has been popular – recent one with SF Chamber of Commerce and others about crab season

Viansa visitor center opens today – goal is to send visitors up Valley to retain visitors in Sonoma vs losing them to other places.

Spring we should be positioned to welcome people back.

Q: How much do we have in marketing reserves at the Bureau?

A: About \$100,000 for marketing, also have other reserves for operating.

Q: What kind of budget for advertising and marketing in the next 12 months?

A: Very hard to forecast because it's based on collections this year, and those are really down.

Possibly down 30 to 60% over previous year. Goal is to spend money only when we can have people here and induce demand.

3) *City of Sonoma update:*

City Manager or Mayor

TOT Collection Update:

\$1.1 M compared to the \$3.6M from previous year

City Govt does better when tourism does better. There is a city and county component in the new Biden relief bill. Sonoma City could get about \$2M from that, which is important because drawing down reserves. If city gets funded good reason to help with economic development to tourism marketing.

Dr. Mase call – we are optimistic about red tier whether two or three weeks away. Stress need for testing. See County's website for more info on how to get tested.

Vaccine rollout has been bumpy, but in Sonoma Valley it has been pretty good – working on food and production. Doing about 1100 people at the clinics at the high school. Also adding CVS in Sonoma.

Monitoring possible threats to girl & the fig after recent stories in the media and possible protests.

Interviewing new candidates for City Council members to be appointed

4) Other items:

Norman Krug

Thank you to Ruben Cambero and best of luck to you in your new position in Wisconsin!

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from Jan 14, 2021

2) Consideration of items for future agendas:

Norman Krug

Consider replacing Ruben Cambero with Liddy Parlato

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

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.