

SONOMA TOURISM IMPROVEMENT DISTRICT

MINUTES

BOARD OF DIRECTORS REGULAR MEETING
Sonoma Valley Inn, Mission Room C
550 Second Street West, Sonoma, CA 95476
January 9, 2020 8:00 AM

Present: Dan Parks, Wendy Peterson, Cathy Capriola, Jay Garrett, Ruben Cambero-Sedano

Guest: Steve Page, Sonoma Raceway

Call to Order/Introductions:

Norman Krug

Call to order 8:07 AM

Public Comment:

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

Norman Krug

Consent Items:

Norman Krug

Information Items:

1) **Financial update:**

Dan Parks

Good reporting from the City – no outstanding bills, about \$300,000 in the bank.

Asked for help with budgeting for next year, Jay and Ruben said they could help with building a budget for next year.

2) **Marketing update:**

Tim Zahner

3) **City of Sonoma update:**

Cathy Capriola

Handed out the TOT data through Nov 2019. Asked Ruben and Jay to provide estimates of when rooms were offline so footnotes can be added to data (if significant number of rooms are being renovated, it will affect the amount of taxes collected since they can't be sold.)

Updates on the hotel on the Plaza (Hotel Sonoma Project)

NORMAN – questions about non-compliant vacation rentals

CATHY – staff is tracking and enforcing, using a company to track down non-compliant vacation rental companies and enforcing

Cannabis dispensaries – one for retail, one for non-storefront delivery only. Only two permits for the City limits.

Housing

Code update on disposable food service packaging to get rid of polystyrene – don't anticipate a lot of push-back since industry has largely moved on

Possible new tax from County – sales tax for Fire Services

4) Other items:

Norman Krug

Steve Page – Sonoma Raceway – Update

Moved Steve up in agenda because he has another meeting at 8:30.

Sonoma Raceway has taken over the SimRaceway racing school, as of Jan 1, 2020. Now called Sears Point Racing Experience, a fully-owned subsidiary of Sonoma Raceway. Business model shift from large events (currently there are two big events – NASCAR and NHRA) to rentals and smaller events. The business of large spectator events is much harder and there is more demand for various events. Look at manufacturer events, corporate client events. Breaking ground for a new complex at Turn 11 with indoor/outdoor space for hospitality.

We have the advantage of having a racetrack that is 12 miles from a top destination.

Cathy: Question about event center at Turn 11 – open for public rental, etc?

Steve: Total capacity 1,100 ppl. Caveat – use permit requires automotive connection. Aug 1 ground-breaking scheduled, open in the next Spring.

Wooly weeders will stay, but we also have some new cattle coming out there to graze.

Sonoma as a brand stays strong among NASCAR and other events – remains a draw for people looking for places to bring sponsors and do hospitality.

Look for some kind of announcement for the hospitality community about a chance to see the things at Raceway.

NORM – we have a call into Transcendence to see if they can come to the Feb meeting

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from December 12, 2019

M: Cathy S: Dan
Motion passes unanimously

2) Consideration of items for future agendas:

Norman Krug

Call in to Transcendence

Next meeting Thursday, Feb 13, 2020

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Jay

S: Wendy

Motion passes unanimously