

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**MINUTES**  
**BOARD OF DIRECTORS**  
**January 13, 2022 9:00 AM**

**Call to Order/Introductions:** Norman Krug

**Present:** Dan Parks, Norman Krug, Hunt Bailie, Liddy Parlato, Chris Wingerberg, Garrett Toy

**Public:** David Wells

**Public Comment:**

*Please see information about Public Comment below*

Norman Krug

**Consent Items:** Norman Krug

**Information Items:**

1) ***Financial update:*** Dan Parks

*Above normal for last half of last year, we should be comfortable going into the next year*

2) ***Marketing update:*** Tim Zahner

*Review of marketing for Q1*

*David Wells presented – see presentation*

*Q: Dan Parks – what trends are you seeing in light of Covid?*

*A: David – our rural clients (Palm Springs, Sonoma) seeing more interest than urban destinations. Blogs and content and video are having the best response.*

3) ***City of Sonoma update:*** City Manager or Mayor

*Broadway restriping – Highway 12 towards Broadway*

*More bike racks on Plaza, possible consideration of more dog access around Plaza*

*Stop lights should be better calibrated once CalTrans completes work*

4) **Other items:** Norman Krug

*Discussion of TID members*

**Action Items:**

**Approval of Minutes:** Norman Krug

**Review, discuss and approve minutes from December 9, 2021**

**M: Dan Parks**

S: Chris Wingerberg

Motion passes unanimously

Consideration of items for future agendas:

Norman Krug

Stay on Zoom until further notice

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Hunt Bailie

S: Liddy Parlato

Meeting adjourned unanimously

**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/](https://www.youtube.com/channel/UCFKrrMu1TDR_qdIOm7oaE7Q/)).***

***Public comment for TID meetings will only be accepted via email to [info@sonomatid.com](mailto: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.***