



MINUTES OF SONOMA TID MEETING
SPECIAL MEETING OF BOARD OF DIRECTORS
MacArthur Place
29 E MacArthur St, Sonoma CA
January 11, 2024 9:00 AM

Present: Dare Sturges, John Gurney, Dan Parks, David Guhin, Norman Krug
Public: Tim Zahner, Nicole Whitaker (Lodge at Sonoma)

Call to Order/Introductions: Norman Krug

Public Comment:
Please see information about Public Comment below Norman Krug

Nicole Whitaker announced Martini Madness at Lodge at Sonoma on Feb 2

Consent Items: Norman Krug

Information Items:

1) City Update City of Sonoma

John Gurney: New Mayor was chosen and it is John Gurney. He will continue to represent the City at TID meetings.

City has a goal setting public meeting on Feb 2 at Lodge at Sonoma and all are invited to participate.

The appeal of the Sonoma Hotel project will be heard by the City Council at an upcoming meeting.

City is renewing garbage contract.

2) Marketing update: Tim Zahner

Presented updates from meetings contractor and preview Jan 31 meetings events in Chicago.

Showed "Wellness Campaign" example and discussed promotion for Q1 and Q2 to bring in visitors in off-season.

Consideration of additional marketing funds to offset slow start to season- motion to approve \$50,000 from reserve to invest in off-season campaigns.

M: Dan Parks S: Dare Sturges V: Passed Unanimously

3) Financial Update

Dan Parks

John Gurney asked if we could work on clearing up financial reports so labels are clearer. Tim will meet to go over ideas on presentation.

Addition of Gilbert "Hunt" Bailie as a check signer to TID Exchange Bank Account 1140050004

M: Dan Parks S: John Gurney V: Passed Unanimously

4) Other items:

Norman Krug

Discussion of changing meeting times, dates and frequency. No action taken, but will conduct survey of attendees to gauge what times and frequency work best.

Grant requests:

\$12,500 remains in community grants; \$37,500 has already been granted

Sonoma International Film Festival - \$10,000

Sonoma Botanical Garden - \$5000

Sonoma Valley History Museum Display Cases - \$6122

Motion to fund Film Festival at \$10,000; Botanical Garden at \$2000 and return to Historical Society to encourage application within the bounds of the grant (off-season campaigns or events to bring in overnight visitors).

M: Norman Krug S: Dan Parks V: Unanimously

Reports from members

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from October 12, 2023

M: Dare Sturges S: John Gurney V: Unanimously

Consideration of items for future agendas:

Norman Krug

Board Member Comments:

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

Norman Krug: Best Western undergoing renovations, expect city TOT to be down as those rooms are offline until early Spring.

Dare Sturges: New GM has been named for MacArthur Place. Justin Wilson, formerly of Fairmont SMI.

Adjournment of Board Meeting

Norman Krug

M: John Gurney S: Dan Parks