

# SONOMA TOURISM IMPROVEMENT DISTRICT

**NOTICE OF SONOMA TID SPECIAL MEETING  
MINUTES  
BOARD OF DIRECTORS REGULAR MEETING  
ONLINE or PHONE  
July 09, 2020 8:00 AM**

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

**Public Comment:**

*Please see information about Public Comment below*

Norman Krug

**Consent Items: Norman Krug  
Information Items:**

**1) *Financial update:***

Dan Parks

**Action: Approval of TID budget with recommendations and scenarios of what might occur, with current recommendations of \$375,000 for advertising and \$75,000 for operations**

Dan – we have about \$500,000 in the bank – the money collected in the previous year is what is allocated in the next year, so decreased collections in FY19/20 will most likely affect budget for FY21/22, barring large collections later.

Byron – how will this affect SVVB operations and marketing?

Tim – decreased funding will result in some less hours of staffing, but some other employees will pull double duty to cover front desk. For marketing we use a lot of contractors and vendors that we can pull back and adjust as needed.

**Motion to approve budget: Byron**

**Second: Ruben**

**Motion passes unanimously**

**2) *Marketing update:***

Tim Zahner

- Media Trends
  - Travel Media is Back
    - Researching destination features
    - Planning press trips for Q3 and Q4
  - Socially Distanced Travel
    - Outdoors
    - Road trips
    - Vacation homes
  - Food/Culinary
  - What's New

- Recent Media
  - Reader's Digest / MSN.com
  - Marin Living Magazine
  - VIA
  - Sotheby's Reside
- Visit California Content Submissions
- Upcoming Pitches
  - Take Your European Vacation in Sonoma
  - What's Open Now
  - What's New for Summer
  - Get Outside
  - Road Trip! Easy Itineraries from NorCal
  - Vacation Rentals/Unique Lodging

Advertising Strategies:

Shifting from 'support local' to drive market  
 Drive market for next 6-12 months  
 More digital – allows tracking and ROI  
 Different messaging and imagery to target audiences

Current messaging:

- Responsible travel
- Cleanliness
- Friendly
- Outdoor experiences
- Open spaces

COVID-Increases and the "New Normal"

- Social media (+29%)
- Digital (web, news)
- Traditional TV
- Connected TV (CTV) streaming (+102 hours/household each month)
- Radio, billboard, print consumption way down

Content preferences (home and garden, health, DIY, 'at home', 'virtual')

3) **City of Sonoma update:**

4) **Other items:**

**Norman Krug**

**Action Items:**

1) **Approval of Minutes:**

**Norman Krug**

**Review, discuss and approve minutes from June 12, 2020**

2) **Consideration of items for future agendas:**

**Norman Krug**

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**

M: Dan Parks

S: Byron Jones

Move approved 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.***