

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES OF SONOMA TID MEETING
SPECIAL MEETING OF BOARD OF DIRECTORS
Lodge at Sonoma Resort
An Autograph Collection
1325 Broadway, Sonoma, CA 95476
July 13, 2023 9:00 AM

Call to Order/Introductions: Chris Wingerberg

Present: Chris Wingerberg, John Gurney, Dare Sturges, Hunt Bailie, Dan Parks

Other: Tim Zahner, Maura Zhang, Barbara Quigley

Public Comment:

Please see information about Public Comment below

Chris Wingerberg

Consent Items: Chris Wingerberg

Information Items:

1) **Marketing update:**

Tim Zahner

Introduction to Synergy Destinations, the company that represents the TID for meetings sales. They maintain offices in Chicago and Florida, and their goal is to bring leads to TID meetings properties in order to encourage overnight group business, especially during November through April.

Discussion included ideas on how to promote Sonoma Valley to meetings and groups, challenges and ways to mitigate them, as well as possible expansion to areas outside the city limits and how that would look.

2) **Other items:**

Chris Wingerberg

Reports from members

Approval of Minutes:

Chris Wingerberg

Review, discuss and approve minutes from June 8, 2023

Consideration of items for future agendas:

Chris Wingerberg

Board Member Comments:

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

Adjournment of Board Meeting

Chris Wingerberg