

# SONOMA TOURISM IMPROVEMENT DISTRICT

## NOTICE OF SONOMA TID SPECIAL MEETING BOARD OF DIRECTORS REGULAR MEETING

ONLINE or PHONE  
JUNE 12, 2020 9:00 AM

### MINUTES

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

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

**Consent Items:** Norman Krug

**9:07 Am Meeting called to order**

**Dan Parks, Logan Harvey, Jay Garrett, Kaala Stewart, Ruben Cambero, Byron Jones, Wendy Petersen,**

#### **Information Items:**

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

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

**Update on marketing, SonomaValley Safe program, research from Destination Analysts, plans for reopening in two phases of promotion**

3) ***City of Sonoma update:*** Cathy Capriola

**Cathy:**  
**Second part of city ordinance passed recently - restaurants allows use of Plaza**  
**Tasting rooms don't need food as of today**

**Hotels, lodging, campgrounds, can open possibly next weekend**

**County testing is starting to wane, encourage people to get tested**

**City budget is working on a possible 20% reduction; asking hotels if they can report data sooner (don't have to pay earlier, just report) as that helps city forecast sales tax.**

**4) Other items:**

**Norman Krug**

**Action Items:**

**1) Approval of Minutes:**

**Norman Krug**

**Review, discuss and approve minutes from May 14, 2020**

**M: Byron**

**S: Dan**

**Motion passes unanimously**

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

**Norman Krug**

**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**

**Update on the Lighting of the Plaza**

**Board Member Comments:**

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

Norman Krug: Invitation to see the sprayers at Best Western Sonoma Valley Inn

**Adjournment of Board Meeting**

**Norman Krug**

M: Byron

S: Wendy