

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**SONOMA TID MEETING**  
**BOARD OF DIRECTORS MEETING MINUTES**  
**ONLINE or PHONE**  
**June 9, 2022 9:00 AM**

**Call to Order/Introductions:**

**Norman Krug**

*Present: Dare Sturges, Hunt Bailie, Norman Krug, Dan Parks, Mayor Jack Ding, Chris Wingerberg*

*Public: Tim Zahner*

**Public Comment:**

*Please see information about Public Comment below*

**Norman Krug**

**Consent Items: Norman Krug**

**Information Items:**

**1) *Financial update:***

**Dan Parks**

**Budget FY 2022-2023**

*Planning on budget for next fiscal, will present next month*

*First six months of year we are doing very well compared to previous years (2019, 2020, 2021)*

**2) *Marketing update:***

**Tim Zahner**

*SF Tour Guide Guild visit, photo and video shoot – new imagery June 22, website redo project happening over next 6 months, visitor guide in process, new podcast launched “Sonoma Spiel,” met with Healdsburg TID to discuss how to work together*

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

**City Manager or Mayor**

*Mayor Jack Ding – city of Sonoma is very conservative with expenditures, pleased to see that revenues are up from TOT, as well as money from the ARPA funds from the federal government*

*We should remember to work with Napa as well for future opportunities*

*Thank you to SVVB for help with the Sister Cities and the Consular offices from San Francisco during a recent visit*

**4) *Other items:***

**Norman Krug**

*Grant Requests*

*TID Board Members*

**Action Items:**

**Approval of Minutes:**

**Norman Krug**

**Review, discuss and approve minutes from April 14, 2022**

**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**

**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.*