

SONOMA TOURISM IMPROVEMENT DISTRICT

MINUTES

BOARD OF DIRECTORS

ONLINE or PHONE

June 10 , 2021 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Norman Krug, Dave Kiff, Liddy Parlato, Dan Parks, Chris Wingerberg, Hunt Bailie

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

*\$281,000 in bank at end of year + \$50,000 catastrophic reserve.
Usually less than what we have at end of year because of pandemic
FY 21_22 Budget proposal*

We should revisit grants when we have more info from the end of fiscal year

Motion to approve budget, with request to revisit it when we have more information about revenues to possibly add more in for marketing.

M: Dan Parks

S: Liddy Parlato

Motion passes unanimously

2) **Marketing update:**

Tim Zahner

*Lot of travel and visitors because of pent-up demand
Promoting outdoors and farms. Consumer email going out.
Nov 20 – Lighting of the Plaza event.*

3) **City of Sonoma update:**

City Manager or Mayor

Budgeting in process

Looking at how to replace outgoing Mayor Logan Harvey

July 4 is Dave Kiff's last day – going to work at Community Development Commission at County of Sonoma

Norm: Thank you for all your efforts and dedication to Sonoma Valley

4) Other items:

Norman Krug

Consideration of re-opening granting cycle for off-season and heritage events – analysis of financial situation and scenarios

Dan: We don't know what events are happening and when, so this is a different year for granting. We should revisit it in a couple months when we know more about financial situation.

Tim: We should revisit soon, and we should have more info about the financial situation within a month or two.

Norm: Please keep this on the agenda for the next three months.

Action Items:

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from May 13, 2021

M: Hunt Bailie

S: Christopher Wingerberg

Passes Unanimously

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: Liddy Parlato

Meeting adjourned

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/).

Public comment for TID meetings will only be accepted via email to 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.