

# SONOMA TOURISM IMPROVEMENT DISTRICT

TID MEETING MINUTES  
BOARD OF DIRECTORS MEETING  
Sonoma Valley Inn, Mission Room C  
550 Second Street West, Sonoma, CA 95476  
March 12, 2020 8:00 AM

**Present:** Cathy Capriola, Wendy Peterson, Kaala Stewart, Byron Jones, Ruben Cambero, Norman Krug, Dan Parks

**Public:** Tim Zahner

**Call to Order/Introductions:**

**Norman Krug**

**Public Comment:**

*Public comment for ALL items on or not otherwise on the Agenda.  
Please limit individual comments to three minutes*

**Norman Krug**

**Consent Items:**

**Norman Krug**

**Information Items:**

1) *Financial update:*

**Dan Parks**

**Dan – we have about \$400,000 in bank, now we don't know what will happen with the next budget because of the changes in the situation (last night President announced major travel ban from Europe, WHO classified COVID19 as Pandemic.)**

**Norm – we are down 7% as of right now in revenue**

**Ruben- Still receive bookings from Bay Area, but anything that comes to SF and then comes up, is drying up**

**Kaala- Have 75 cancellations, lost three groups**

**Kaala – Question about SARS experience – how did it apply?**

**Norm, Dan, Byron- wasn't this bad, because non-Asia travel came here**

**Wendy- After 9/11 did it seize up a bit, and then came back?**

**Norm- After 9/11 and SARS, we had a drop for a week, and then we came roaring back**

**Cathy – think we need to prepare for a dip of three to four months**

**Byron –**

**2) Marketing update:**

**Tim Zahner**

**3) City of Sonoma update:**

**Cathy Capriola**

Working on possible emergency declaration for City (allows streamlining of purchasing and decision making) as other cities have already done so as well as County

Need to prepare for problems like economic effects that could come from this.

**4) Other items:**

**Norman Krug**

**Action Items:**

**1) Approval of Minutes:**

**Norman Krug**

**Review, discuss and approve minutes from Feb 13, 2020**

**M: Wendy**

**S: Dan**

**A: Norm (was absent)**

**Motion passes unanimously**

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

**Norman Krug**

- 1. Updates on COVID19 and effects on TID budget and SVVB response**
- 2. Transcendence Theatre attendance to present**
- 3. Recommend how to meet “virtually” and keep Brown Act compliance**

**Board Member Comments:**

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

**Norm – the Verano Hotel project got unanimous approval for the hotel/housing project**

**Adjournment of Board Meeting**

**Norman Krug**

**M: Ruben**

**S: Cathy**

**Motion passes unanimously**