

SONOMA TOURISM IMPROVEMENT DISTRICT

BOARD OF DIRECTORS

MINUTES

ONLINE or PHONE

March 11, 2021 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Wendy Peterson, Hunt Bailie, Dan Parks, Norman Krug, Logan Harvey, Kaala Stewart, Susan Casey, Chris Wingerberg

Public: Tim Zahner, Liddy Parlato

Public Comment:

Please see information about Public Comment below

Norman Krug

None

Consent Items: Norman Krug

Information Items:

1) *Financial update:*

Dan Parks

January – \$5682 collected Jan2021 vs \$36,000 Jan 2020. Recall Jan 2020 we hadn't hit lockdown yet. Hope we see better improvements in coming months

2) *Marketing update:*

Tim Zahner

Red tier possible by this weekend

Visitor Center is open at Viansa

Coverage on KTVU re: mustard season and opening

Letter writing campaign to contacts in the database – invite them back

Advertising – holding off on new paid advertising until next year unless we need it, in order to conserve funds for when pent-up demand has been sated.

3) *City of Sonoma update:*

City Manager or Mayor

Federal relief package for cities will be helpful

Parklets coming back before council for possible extension

4) Other items:

Norman Krug

Approve Liddy Parlato to join TID, replacing seat vacated by Ruben Cambero

M: Logan

S: Hunt Bailie

Motion passes unanimously.

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from Feb 11, 2021

M: Hunt Bailie

S: Chris Wingerberg

Motion passes unanimously, with Logan Harvey abstaining because of absence

2) 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

M: Dan

S: Hunt

Meeting adjourned

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.