

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES OF SONOMA TID MEETING
SPECIAL MEETING OF BOARD OF DIRECTORS
Sonoma Valley Inn
Verano Room
550 2nd St, Sonoma CA
March 14, 2024

Attendees:

John Gurney
Hunt Bailie
Norman Krug
Dan Parks

Call to Order/Introductions:

Norman Krug

Public Comment:

Please see information about Public Comment below

Norman Krug

Consent Items: Norman Krug

Information Items:

1) City Update

City of Sonoma
(John Gurney or City Manager)

Transcendence Theatre Company updates on changes from Plaza to Field of Dreams
Construction may start on Sonoma Hotel in 2025

2) Marketing update:

Tim Zahner

Marketing and meetings update

100 Days wraps up in April
SFGate story encourages visitors to Sonoma Valley
New Plaza Tasting Pass
Sonoma 200
Transcendence partnerships

3) Financial Update

Dan Parks

4) Other items:

Norman Krug

Grant requests:

Transcendence Theatre Company – Broadway in Sonoma

Request amount: \$25,000

Discussion: Hunt- this isn't a "heritage event" but a unique community event

M: Conditional approval of \$20,000 for TTC. Based on \$10,000 to be funded immediately, with up to \$10,000 available once they show inclusion of hotels and restaurant promotion in program, divided by \$5,000 for hotels and \$5000 for restaurants, with metrics to be decided by SVVB and updates to TID with progress.

M: NORMAN

S: HUNT

VOTE: Motion passes unanimously

Reports from members

Nothing to report

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from January 11, 2024

M: Hunt

S: Dan

V: Unanimously

Consideration of items for future agendas:

Norman Krug

Next meeting April 11, 2024

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Dan

S: Norm

Unanimous vote