

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID SPECIAL MEETING MINUTES

BOARD OF DIRECTORS REGULAR MEETING

ONLINE or PHONE

May 14, 2020 8:00 AM

Call to Order/Introductions:

Norman Krug

Attendance: Jay Garrett, Ruben Cambero, Wendy Peterson, Norman Krug, Dan Parks, Kaala Stewart, Byron Jones, Logan Harvey, Cathy Capriola

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

No money come in lately – a check may be coming from late payors.

\$444,000 in regular account

\$50,000 in catastrophe fund

If we open in June, we won't get check until August.

We have funds to get marketing going when we can, but it will be a little different than usual.

Byron: Might we change our strategy from using only in the winter?

Dan: This will be an unusual year – we may not want to wait until winter before starting.

Norm: Q to Cathy about when we might reopen

Cathy: County looking at a variance to move through stage two.

2) *Marketing update:*

Tim Zahner

This is not a normal year, normally we promote Nov – April via paid advertising starting in October. This will be different.

Going to go for a “dimmer switch” approach for visitors to avoid push-back from community as well as to handle any possible flare-ups.

SVVB, Chamber, SVVGA and City of Sonoma worked on some zoning changes to allow restaurants and other businesses to expand outside

“Sonoma Valley Safe” program roll-out

SVVB will focus on 200-mile to 250-mile radius of travelers. That's all of Northern CA, parts of Northern Nevada. "A drive away, a world apart."

Promote outdoors, the Plaza, etc

Membership resources page (<https://www.sonomavalley.com/membership/member-resources/>) has details on latest research, updated weekly

Norm: Anticipated resident pushback on tourism reopening?

Tim: Yes, we do anticipate that. Majority of Sonoma Valley residents do know that hospitality is a pillar of the economy, but we will have to handle them as they pop up.

Cathy: Can you please send out the link for the information on the website?

Tim: Yes – I will do that.

3) *City of Sonoma update:*

Cathy Capriola

Cathy: TOT is about 25% of City Budget, about 30% is sales tax. So, tourism is a big part of the City budget. Assumption is hotels closed thru June, means a reduction of about \$2.7M loss for fiscal year.

Working on three scenarios for budgets: hopeful (June 1 open), base and a pessimistic. Doing lots of What-ifs.

Ruben: Question about opening F&B before lodging.

Cathy: Restaurants will probably open before bars.

Logan: Important to note that the City doesn't have final say – the County does. We want to make this successful and make it work.

Cathy: We can be creative and use our assets – the Plaza, amphitheater, other places – to support all businesses and not just those around the Plaza.

Cathy: Brief update on TOT collections.

4) **Other items:**

Norman Krug

Norman: Question from Byron about training programs for housekeeping

Byron: Best practices trainings, take an online course so staffers can figure this out. I'll keep an eye out for these kind of programs and share.

Tim: I brought this up with Sonoma County Hospitality Association since they focus on operations, ask them to work with EDB on these programs and trainings. Maybe County can roll it out since West County also has a lot of rentals.

Cathy: Recommend you review TID funding rules since they stipulate they are to be used to promote TID assessed businesses within the City limits.

Action Items:

- 1) **Approval of Minutes:** Norman Krug
Review, discuss and approve minutes from April 23, 2020
M: Ruben Cambero
S: Byron Jones
Approved unanimously

- 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

M: Dan Parks

S: Byron Jones

Motion passes unanimously

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.