

SONOMA TOURISM IMPROVEMENT DISTRICT

Minutes of SONOMA TID MEETING

BOARD OF DIRECTORS

ONLINE or PHONE

May 13 , 2021 9:00 AM

Call to Order/Introductions:

Norman Krug

Present: Norman Krug, Wendy Peterson, Dave Kiff, Dan Parks, Hunt Bailie, Kaala Stewart, Mayor Harvey joined at 9:12 am

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

April collections for March 2021 - \$50,000, up from \$36,000 the month before. Compared to \$58,000 on average.

2) ***Marketing update:***

Tim Zahner

Restarted email program to tour buses and tour operators as seeing increase in tour groups coming to Sonoma- remind them where to park as well as new things to see and do

Marketing is focusing on website, social media, public relations

Unknown what will happen on June 15 regarding meetings and corporate events

Focus on weddings

Plaza visitor center – we will keep the cart as it has been very popular with visitors and good way to intercept people

Parklets – extended for another year

3) ***City of Sonoma update:***

City Manager or Mayor

Dave Kiff- Council to discuss parking strategies in downtown area

Vaccine – working on getting aged 16-24 year olds vaccinated

Mayor Harvey –

Challenge with workers around childcare and lack of kids in school full time.

Broadway re-striping project to be reconsidered, especially after the recent incident where a pedestrian was seriously injured

Will be resigning from City of Sonoma as pursuing career opportunity in Washington State.

4) Other items: Norman Krug

Action Items:

Approval of Minutes: Norman Krug

Review, discuss and approve minutes from April 08, 2021

M: Wendy Peterson

S: Dan Parks

Motion passes unanimously

Consideration of items for future agendas: Norman Krug

Will we have any funds to resume granting program in the coming year?

Board Member Comments:

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

Adjournment of Board Meeting Norman Krug

M: Hunt Bailie

S: Wendy Peterson

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.