

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**NOTICE OF SONOMA TID MEETING**  
**BOARD OF DIRECTORS**  
**ONLINE or PHONE**  
**November 11, 2021 9:00 AM**

**Call to Order/Introductions:** Norman Krug

**Present:** Norman Krug, Hunt Bailie, Wendy Peterson, Christopher Wingerberg, Liddy Parlato, Dan Parks  
**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

Still awaiting payment from one property that inadvertently sent check to wrong place.

2) *Marketing update:* Tim Zahner

Lighting of the Plaza Nov 20 – thank you TID as major sponsor

3) *City of Sonoma update:* City Manager or Mayor

4) **Other items:** Norman Krug

**Grants for consideration**

Vintage Festival: Wait for new festival in 2022  
Signature Sonoma Valley: \$12,000  
Sonoma Arts Live: \$5000  
Sonoma Film Festival: \$10,000  
Dia de los Muertos: \$5,000  
Sonoma Valley Museum of Art: \$5000  
Total: \$37,000

**Motion to fund the grants as above.**

**M:** Chris Wingerberg

**S:** Liddy Parlato

**Discussion-** we can fund other grants this year if we have more money available.  
**Motion passes unanimously**

**Action Items:**

**Approval of Minutes:**

**Norman Krug**

**Review, discuss and approve minutes from October 14, 2021**

**M: Dan Parks**

**S: Wendy Peterson**

**Motion passes unanimously**

**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**