

SONOMA TOURISM IMPROVEMENT DISTRICT

MINUTES

BOARD OF DIRECTORS

ONLINE or PHONE

November 12, 2020 9:30 AM

Call to Order/Introductions:

Norman Krug

Present: Norman Krug, Logan Harvey, Dan Parks, Ruben Cambero, Kaala Stewart, Wendy Peterson, Cathy Capriola

Public: Hunt Bailie, Christopher Wingerberg

Public Comment:

Please see information about Public Comment below

Norman Krug

Consent Items: Norman Krug

Information Items:

1) *Financial update:*

Dan Parks

We are currently running about 50% of TID collections YTD over last year. These numbers do not make for profitable run for local hotels.

We have funds to meet marketing needs for SVVB this year. Next year we anticipate major changes because the revenue from the budget come from previous year's collection. Hope we get back to normal soon.

2) *Marketing update:*

Tim Zahner

Lights are up in Plaza, started filming the online show yesterday.

Promoting Thanksgiving-to-go meals

New banners are going up around the Plaza soon

Advertising starting in two weeks encouraging come visit for the holidays and beyond, target N. CA and a little bit of S. CA

New shopping map in the works

3) *City of Sonoma update:*

Cathy Capriola

EV Charging stations coming to Sonoma, looking for private businesses to show interest

City working on mediation for evictions to help people stay in homes
Council reorganization – Jack Ding joining council and choosing new mayor / vice-mayor
First Jan meeting is Jan 20- City Hall closed between Dec 51 and Jan 1
City staff working with local businesses on parklets and advocating on their behalf with county
Latinx and outreach re: Covid-19
Looking for more employers to be testing sites for Covid and then roll out assistance to those who need it
Ready for some rain to come so we move out of PSPS season

Norm – we are going to miss you Cathy

Cathy- Dave Kiff is incoming interim City Manager

4) Other items:

Norman Krug

Christopher Wingerberg for seat on TID as representative from Lodge at Sonoma

Motion: Appoint Christopher Wingerberg, General Manager of Lodge at Sonoma to seat on TID

M: Dan Parks

S: Logan Harvey

Motion passes unanimously

Hunt Bailie, Sonoma Valley Escapes, for seat on TID (Byron Jones has sold business to Hunt Bailie)

Motion: Appoint Hunt Bailie, Owner for Sonoma Valley Escapes, to seat on TID

M: Wendy Peterson

S: Ruben Cambero

Motion passes unanimously

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from October 8, 2020

M: Logan Harvey

S: Dan Parks

A: Wendy Peterson, Kaala Stewart (not present)

Motion otherwise passes unanimously

2) Consideration of items for future agendas:

Norman Krug

Board Member Comments:

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

Norman – Happy Thanksgiving and can't wait to see you all in person someday soon

Adjournment of Board Meeting

Norman Krug

Meeting adjourned at 9:59 AM

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.