

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES OF SONOMA TID MEETING
ONLINE or PHONE
November 10, 2022 9:00 AM

Attending: Chris Wingerberg, Hunt Bailie, Dare Sturges, Susan Casey

Call to Order/Introductions: **Hunt Bailie**

Public Comment:
Please see information about Public Comment below **Hunt Bailie**

None

Consent Items: Norman Krug
Information Items:

1) ***Financial update:*** **Dan Parks**

Dan Parks was unable to attend meeting.

2) ***Marketing update:*** **Tim Zahner**

Lighting of the Plaza coming up – TID is the major sponsor of this event

Offseason travel promotion ads are starting.

We need your holiday events and offers for our website. If you don't tell us, we can't tell them.

TID has funded "Music in the Plaza" for multiple performances in the plaza including klezmer band, saxophone quartet, singers

Please consider cross-promotion with Citrus Festival at the Sonoma Botanical Garden

Looking for new volunteers at the visitor center

Survey is out on housing for local businesses – please respond.

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

Susan Casey – three new elected council members, waiting for election certification.

City Manager recruitment – might have final decision by end of February.

4) **Other items:** **Hunt Bailie**

Action Items:

Approval of Minutes:

Hunt Bailie

Review, discuss and approve minutes from October 12, 2022

M: Chris

S: Dare

Motion passes unanimously

Consideration of items for future agendas:

Hunt Bailie

Board Member Comments:

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

Adjournment of Board Meeting

Hunt Bailie

M: Chris

S: Dare

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.