

**SONOMA TOURISM IMPROVEMENT DISTRICT  
MINUTES**

**NOTICE OF SONOMA TID MEETING AND AGENDA  
BOARD OF DIRECTORS REGULAR MEETING  
Sonoma Valley Inn, Mission Room C  
550 Second Street West, Sonoma, CA 95476  
October 17, 2019 8:00 AM**

**Call to Order/Introductions:**

**Norman Krug**

**8:07 AM – meeting called to order**

**Brian Montenez – El Dorado**

**Kaala**

**Byron**

**Wendy**

**Jay**

**Norm**

**Dan Parks**

**Cathy Capriola joined at 8:09 AM**

**Amy Harrington joined at 8:13 AM**

**Public Comment:**

*Public comment for ALL items on or not otherwise on the Agenda.  
Please limit individual comments to three minutes*

**Norman Krug**

**Consent Items:**

**Norman Krug**

**Information Items:**

**1) *Financial update:***

**Dan Parks**

Disbursement timeline for TID advertising funds

**Announcement – Brian Montanez – moving to head of operations at Beautiful Places**

**Dan – may have to change signature authority on the checks.**

**Proposed schedule:**

**50% in July**

**25% in October**

**25% in January**

**M: Dan**

**S: Byron**

**Motion passes: unanimously**

2) **Marketing update:**

**Tim Zahner**

SVVB advertising update

**Q- do we need to invest extra funds?**

3) **City of Sonoma update:**

**Cathy Capriola**

Cathy: Power Safety Shutoffs update – we were the only City in the County 100% turned off (other cities were partially affected.) EOC opened up Tue-Friday, coordinated with key community partners, charging station 1050 people used throughout the event.

Presentation to City Council on Monday.

Major issues: CalTrans traffic signals on Highway 12 and what to do next time, fire dept. door-knocking on people's doors who have been identified as medically fragile (County has a list, as does PG&E).

Amy: City looking at microgrids, battery storage, other solutions.

Overall – we lucked out, there is work to be done for overall emergency preparedness.

Cathy: Please share info as there is a need for a lot of advocacy and now is the time. Outreach ahead of time by the Chamber was good.

Next time – if we use generators – do the businesses know how to use this?

Amy: Do we have a promotion or something we can do to make it less negative for visitors? I.e. – Board Games on the Plazas, other specials that only come out with the power shutoff?

Cheese Factory Update – Lawsuit from group called Friends of the Plaza.

Update on hotel behind Index-Tribune building – no update

On Monday City Council – updates to Building Codes presented

On October 30 – joint meeting with Planning Commission and City Council

4) **Sonoma County Hospitality Association update:**

**Brian Montanez**

Nov 14 – Hardening Your Business, Assessing Risks and Options

9AM – 11AM

How to prepare your business for disasters and shutoff

5) **Other items:**

**Norman Krug**

Application process for TID grants for FY20/21 – discussion

Byron notes – see Cathy’s comments

Follow-up report from Grantee is due 30 days after report

How and when to use emergency advertising funds – discussion

Norm – thoughts on using the emergency funds for some kind of city event during outages. Also – possibly using the funds for some kind of power to keep some kind of lights on in Plaza or public area for guests and locals.

Amy- work with food trucks on the program as well?

**Action Items:**

- 1) **Approval of Minutes:** **Norman Krug**  
**Review, discuss and approve minutes from Sep 19, 2019**

**Motion to approve as amended – Byron**

**M:**

**S: Jay**

- 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: Jay

S: Byron

Meeting ended at 9:18 AM