

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**MINUTES OF SONOMA TID SPECIAL MEETING**  
**BOARD OF DIRECTORS**  
**ONLINE or PHONE**  
**October 8, 2020 9:00 AM**

**Call to Order/Introductions:**

**Norman Krug**

**Attendees: Norman Krug, Dan Parks, Cathy Capriola, Wendy Petersen**

**Public: Maureen Cottingam, Christopher Wingerberg, Hunt Bailie**

**Public Comment:**

*Please see information about Public Comment below*

**Norman Krug**

**Consent Items: Norman Krug**

**Information Items:**

1) ***Financial update:***

**Dan Parks**

Not much money coming in, will affect us more seriously next budget year. We estimated about \$450,000 to \$500,000 to come in this year compared to a normal year of about \$700,000. Money is used for marketing, advertising, public relations, off-season promotions and grants for off-season promotions.

2) ***Marketing update:***

**Tim Zahner**

Goal is to get visitors here in off-season, concentrating on November through April, and Sunday through Thursday

This year we will be concentrating on online search ads, native content stories (advertorial like "Three perfect days in Sonoma Valley,") online video, banner ads & TravelZoo. Target markets will be SF, Sacramento and a bit of Southern CA.

HUNT- vacation rentals seeing pretty good pick-up from LA and San Diego area.

CHRIS- how to track success? Tim – we can track how people are responding to ads. We don't have the budget to track down to mobile device and see if it shows up in Sonoma Valley. Also, we don't have direct data from lodging unless they give us a zip code dump or anecdotal. It can be hard to get zip codes from flagged hotels.

WENDY – question about lights

TIM – lights going up on in early November, trying to get snowmen from Cornerstone to consider coming to Sonoma and upper Sonoma Valley

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

**Cathy Capriola**

Overall TOT in July was about \$245,000, usually it's \$485,000

August came in at about \$219,000 – so we are about 45 to 50% down  
Not bad, not great.

**4) Other items:**

**Norman Krug**

**Request for funds for off-season promotion as part of coordinated effort with City of Sonoma, Sonoma Valley Visitors Bureau, Sonoma Valley Vintners & Growers and Sonoma Valley Chamber of Commerce. Requested amount: Up to \$35,000.**

**Grants for Community Events – actions if events are not allowed this year**

When we made budget, we knew we would have COVID, but we didn't know about the latest smoke and the fires. This has made us lose some of the usual visitation during September and October. Also, we don't have the typical off-season events that will bring people to Sonoma Valley.

We would like to invest more advertising money in Bay Area and Sacramento via streaming TV and comcast "pre-roll" ads via Comcast, run in early winter to encourage visitation. Also online ads. Target HHI \$150,000+

SVVB will coordinate with Sonoma Valley Vintners and Growers

Talk- to clarify, the \$35,000 we have budgeted for events are not happening this year?

The budget looks like that number is \$30,000 (referring to budget). There are no pending requests for funds from outside agencies, though we suspect the Museum might ask for something.

MAUREEN –Community Benchmark report provides traffic info on tasting rooms. SVVB visitation is down 62% over last year – the average among wine regions is 45% and we are the wine region with the biggest drop in visitation. Seems to be a mix of COVID, fires and smoke. We would like to start chipping away at get in front of more potential visitors.

CATHY – worried about business loss especially in restaurant and retail sectors during off-season. Also time to think of "peak season" shift. City is putting \$50,000 to \$100,000 for parklets and outdoor spaces, plus more in staff time. Ask that TID look to partner with City, SVVB.

NORM – I think this is a good idea and shows collaboration.

DAN- who else is participating?

TIM- City has money from CARES act fund, using it for Sonoma Al Fresco and for the parklets and the encroachments, Vintners and Growers are using their in-kind staffing and lining up all winery programming and events, Chamber has been partnering with the "Shop Local" program. We are also going to apply for the County TOT funds, leveraging the money and in-kind from SVVB, TID, City of Sonoma, SVVGA and the Chamber.

CATHY - Motion to use \$35,000 for further marketing in the off-season

S: Dan

Motion passes unanimously

**Action Items:**

- 1) **Approval of Minutes:** **Norman Krug**  
**Review, discuss and approve minutes from September 17, 2020**

M: Cathy

S: Dan Parks

Passes unanimously, Wendy abstaining because she was not present

- 2) **Consideration of items for future agendas:** **Norman Krug**

**Vote to put Chris Wingerberg from Sonoma Lodge on TID**

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**

**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/](https://www.youtube.com/channel/UCFKrrMu1TDR_qdIOm7oaE7Q/)).***

***Public comment for TID meetings will only be accepted via email to [info@sonomatid.com](mailto: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.***