

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**MINUTES OF SONOMA TID MEETING**  
**SPECIAL MEETING OF BOARD OF DIRECTORS**  
**Best Western Sonoma Valley Inn**  
**Krug Event Center**  
**550 2<sup>nd</sup> Street**  
**Sonoma, CA 95476**  
**October 12, 2023 9:00 AM**

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

**Present:** Chris Wingerberg, Dare Sturges, Wendy Stewart, David Guhin, John Gurney, Dan Parks, Norman Krug

**Public Comment:**  
*Please see information about Public Comment below* Norman Krug

**Consent Items:** Norman Krug

**Information Items:**

**1) Marketing update:** Tim Zahner

Media lunch in Sacramento last week  
IMEX Las Vegas next week  
Meeting planner webinar - 25 attendees  
Ads - sent examples via email  
100 Days of Winter Wellness campaign launches in Jan  
Nosh Email to Berkeley and Oakland Residents

**2) Financial Update** Dan Parks

**3) Other items:** Norman Krug

**Approval of Minutes:** Norman Krug

**Review, discuss and approve minutes from August 10, 2023 & September 14, 2023**

**Approved minutes from September 14, 2023**

**M:** Wendy Stewart

**S:** Chris Wingerberg

**Motion passes unanimously with Norman Krug abstaining**

**Consideration of items for future agendas:** Norman Krug

**TID Meeting Schedule – change dates, times, frequency?**

**Group meetings report**

**Request for P&L to be included in Financial report**

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**