

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**NOTICE OF SONOMA TID MEETING**  
**BOARD OF DIRECTORS ANNUAL MEETING**  
**ONLINE or PHONE**  
**November 10, 2022 9:00 AM**

**Present: Norman Krug, Dare Sturges, Jack Ding, Hunt Bailie, Dan Parks, Chris Wingerberg, Susan Casey**

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

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

**Consent Items: Norman Krug**  
**Information Items:**

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

\$201,000 in catastrophic reserve account  
\$229,000 expected to be in checking account by end of this month

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

**Reminder – please submit your offseason events**  
**Website coming along**  
**Ad planning – most of our media will be digital this year**  
**Lighting of the Plaza – Saturday November 19**  
**Countywide research initiative for visitor centers underway**

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

**Susan Casey**  
**Candidates forum for the election**

**Mayor Jack Ding**  
**Plaza Master Plan under consideration**  
**Looking forward to the presentation to the Sonoma City Council later this week**

4) **Other items:** Norman Krug

**Grant Requests Approved**

**Event Name** Amount Granted

Two Exhibits Art Museum: We are Still Here & The New Californians	\$10,000
Dia de los Muertos	\$5,000
Holiday Plaza Performances	\$10,000
Holiday Festival: ¡Fiesta Navideña!	\$2,000

**M: Hunt Bailie**

**S: Dare Sturges**

**Motion passes unanimously**

**Action Items:**

**Approval of Minutes:**

**Norman Krug**

**Review, discuss and approve minutes from September 22, 2022**

**M: Chris**

**S: Hunt Bailie**

**Consideration of items for future agendas:**

**Norman Krug**

**Adjustment of grant budget to include additional grants if needed**

**Board Member Comments:**

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

**Adjournment of Board Meeting**

**Norman Krug**

**M: Dan Parks**

**S: Dare Sturges**

**Meeting is adjourned unanimously**

***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.***