

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MINUTES
BOARD OF DIRECTORS REGULAR MEETING
Sonoma Valley Inn, Mission Room C
550 Second Street West, Sonoma, CA 95476
Sep 19, 2019 8:00 AM

Present: Cathy Capriola, Byron Jones, Ruben Cambero-Sedano, Jay Garrett, Norman Krug, Dan Parks

Public: Tim Zahner

Call to Order/Introductions:

Norman Krug

8:10 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 of funds: SVVB marketing and "Lighting of the Plaza"

DAN:

Proposal - \$200,000 for the SVVB marketing funds
\$75,000 – money for the Lighting of the Plaza

Change motion: - NORM

\$100,000 for SVVB marketing funds M: Jay S: Cathy
Motion passed unanimously

\$75,000 for the Lighting of the Plaza M: Byron S: Cathy.
Motion passed unanimously

Cathy: Recommendation that we approve the scope of work (annually as a calendar) and then also approve the cash flow to SVVB on a regular payment system as part of the budget.

2) ***Marketing update:***

Tim Zahner

Look up cost to leave up lights until end of January.

3) City of Sonoma update:

Cathy Capriola

Presents latest TOT/TID collections data.

Vacation rental update – city has hired a company to enforce zoning and there is a process for those who are not in compliance to collect fines and enforce current zoning rules.

4) Sonoma County Hospitality Association update:

Brian Montanez

5) Other items:

Norman Krug

Grant applications review

Jay Garrett

M: Dan, S: Ruben, Passed unanimously

City Report

Cathy Capriola

Action Items:

1) Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from July 11, 2019

Motion: amend with attendees, then approve the motion

M: Jay S: Cathy

Passed unanimously

2) Consideration of items for future agendas:

Norman Krug

Review of application TID process for next year

Cash flow for advertising disbursements

SVVB use of advertising funds

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Jay, S: Ruben

Next meeting: October 10, 8:00 AM