

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**MINUTES OF SONOMA TID MEETING**  
**BOARD OF DIRECTORS**  
**Sep 9, 2021 9:00 AM**

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

**Present:** Norman Krug, Dan Parks, Liddy Parlato, Hunt Bailie, Chris Wingerberg, Wendy Peterson

**Public:** Tim Zahner

**Public Comment:**

*Please see information about Public Comment below*

Norman Krug

**Consent Items:** Norman Krug

**Information Items:**

1) *Financial update:*

Dan Parks

Dan asked that we reopen grants for the offseason events, confident we will have funds to assist after September funds come in.

2) *Marketing update:*

Tim Zahner

Paid advertising will start in November

Lighting of the Plaza is November 20. Sponsorship deck out soon.

Received Visitor Centers grant from the County - \$43,000

3) *City of Sonoma update:*

City Manager or Mayor

4) **Other items:**

Norman Krug

Invite Milan Draeger from MacArthur to say hello at next TID meeting

**Action Items:**

**Approval of Minutes:**

Norman Krug

Review, discuss and approve minutes from Aug 12, 2021

**M:** Dan Parks

**S:** Hunt Bailie

Motion passes unanimously

Meeting adjourned at 9:25 AM