

SONOMA TOURISM IMPROVEMENT DISTRICT
NOTICE OF SONOMA TID SPECIAL MEETING
BOARD OF DIRECTORS
ONLINE or PHONE
September 17, 2020 9:00 AM

Call to Order/Introductions:

Norman Krug

Members: Dan Parks, Byron Jones, Kaala Stewart, Cathy Capriola, Norman Krug, Ruben Cambero

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

July TID check \$4300, compared to \$58,000 last year. Recall July check is for May collections.
 Aug check \$8300, down from \$86,000 last year (1/10th of previous year)
 Sep \$35,000 vs \$90,000
 Movement in the right direction, but not as same as previous years.
 (Checks are two months lagged)

How much was applied to events in the original budget?

Heritage & Community Events	
Community Event Grants	\$20,000
Heritage Events	\$10,000
Plaza Holiday Lighting	\$50,000
Total Heritage & Community Events	\$80,000

Cathy – don't see many events being allowed in the coming year, so the budgeted amounts may not really matter, it might make sense to use the money for other uses this year.

Byron – did we fund any events this year? No – did not.

Cathy – this shows that there is money that was not allocated that could be used for need period.

Tim- might be ability to use funds to promote other visitation that isn't "events" as those aren't allowed, so pivot to other types of promotions

Dan – we may need to be flexible this year, be creative, find best use of money

2) **Marketing update:**

Tim Zahner

Business Recovery Task Force update: Mayor Logan, Vice Mayor Hundley, City Staff, Chamber, Vintners and SVVB: Sonoma al Fresco, Sonoma Promenade, relaxing of restrictions on sidewalk and parking lot use.

- Flexibility for implementation of parklets and outdoor operations
- Allowance for winterizing of structures
- Consider removal of fees and barriers, application for change to use permit on temporary basis (closing times)
- Expedite approval of applications
- Strategic programming backed with marketing to regional customers (e.g. Passports, outdoor consumer experience, "Sonoma Fests" in tasting rooms (Authors, film, VOM Music)

Holidays in Sonoma

Lighting of the Plaza – online show

Snowmen / Social Media Campaign? (Adopt a Snowman)

Winter Markets in alleys?

Other Programs / Promotions

"Sonoma Office" / "Sonoma Homeschool"

Coop Advertising Programs

Shopping Map

Byron – idea for a bike weekend on the Plaza and around Sonoma

Currently not able to have more than 12 people "gathered" because of health order?

3) City of Sonoma update:

Cathy Capriola

Approval for canopies and continued use of outdoor space (sidewalks, parklets)

Hoping to get more guidance so we can move into more openings, as other Bay Area counties have already done so. We are a bit different than Marin, so not the same comparison.

Ruben – if restaurants can't do indoor after October, we are all going to close. Canopies are expensive and rare – we need to be able to go inside, in some fashion, soon. Restaurant will consider closing down for the winter.

Cathy – It is not a pretty picture.

Cathy -

4) Other items:

Norman Krug

Add Kaala Stewart as a signer on the accounts and Secretary of the TID, to be Norm, Dan and Kaala. Kaala agrees. Unanimous agreement.

Consideration of process for TID community grants for off-season promotion: how to proceed?
Discuss at next meeting

Action Items:

- 1) **Approval of Minutes:** Norman Krug
Review, discuss and approve minutes from August 13, 2020
M: Byron
S: Cathy
Motion passes unanimously

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

Board Member Comments:

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

Adjournment of Board Meeting

Norman Krug

M: Dan

S: Byron

Motion passes unanimously, meeting adjourned at 9:55 AM.

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/).

Public comment for TID meetings will only be accepted via email to 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.