

SONOMA TOURISM IMPROVEMENT DISTRICT
MINUTES
BOARD OF DIRECTORS MEETING
ONLINE or PHONE
September 22, 2022 9:00 AM

Call to Order/Introductions: Norman Krug

Present: Norman Krug, Chris Wingerberg, Hunt Bailie, Dan Parks, Dare Sturges, Susan Casey
Public: Tim Zahner

Note – Item #4 was moved up because Hunt Bailie had to leave early.

Public Comment:

Please see information about Public Comment below

Norman Krug

Consent Items: Norman Krug
Information Items:

1) *Financial update:*

Dan Parks

Request for financial update at next meeting to include P&L
Also, request from SVVB for additional investment for marketing in the off-season.

2) *Marketing update:*

Tim Zahner

Looking for off season special offers from members for promotion
Podcast is a successful promotion of local businesses and events
Marketing Roundtable a prior week in Kenwood with 35 attendees
Next week – heading to Sacramento to speak with Visit California
Website redo underway – more blogs and better content
Plaza tasting room networking at The Lodge

Question- Healdsburg TID followup

3) *City of Sonoma update:*

City Manager or Mayor

City voted last night to remove all parklets after October 31
Dan- I'm surprised by this decision. It seemed like some were good and some not so good.

4) *Other items:*

Norman Krug

Grant Requests-

Background -

TID budgeted \$40,000 for community events and \$40,000 remains
Heritage events budgeted \$15,000 remains

Sonoma International Film Festival – March 22 - 26, 2023: \$10,000

M: H. Bailie

S: C. Wingerberg

Passes unanimously

Sonoma Folklorico Showcase Children’s Day (Dia del Nino)- April 22 & 23, 2023: \$5000

M: H. Bailie

S: D. Sturges

Passes unanimously

Sonoma Arts Live “Celebrate the Greats” – December 22 – April 23 : \$5000

M: D. Parks

S: H. Bailie

Passes unanimously

Note- Hunt Bailie left the meeting after this vote.

Action Items:

Approval of Minutes:

Norman Krug

Review, discuss and approve minutes from August 11, 2022

M: D. Sturges

S: C. Wingerberg

Passes unanimously with D. Parks abstain because of absence

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

Meeting adjourned

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.