

## **Sonoma Tourism Improvement District**

### **Board of Directors Meeting**

**Minutes for November 12, 2015**

Present: Byron Jones, Carol Giovanatto, Bill Blum, Suzy Hart, Wendy Stewart

Absent: Dan Parks, Norm Krug

Guests: Kaila Stewart, Jonny Westom, Eric Cox, Tom Conlon

#### **Public Comment -**

Tom Conlon from Transition Sonoma Valley introduced himself and talked about the goals of Transition Sonoma Valley and invited the Board to a presentation on November 13 at 7 pm at Burlingame Hall by Richard Dale from the Sonoma Ecology Center and Dave Koehler from the Sonoma Land Trust.

#### **Motion made by Carol Giovanatto approve minutes of October 8 ,2015**

Motion seconded by Suzy Hart. Motion Passes unanimously.

#### **Marketing / Holiday Lights / Discussion of Group Marketing - Jonny Westom**

The SVVB media plan will be presented this month. Working with TripAdvisor to create a Sonoma Valley home page, and also with Travelzoo on Sonoma offers. Holiday lights on the Plaza will be lit this Saturday, November 12. The event was promoted with a full page ad in the Index-Tribune, a half-page ad in the SF Chronicle and a 2 page spread in Sonoma Magazine. Mayor Cook will be speaking and Transcendence Theatre will be performing. KOIT will be broadcasting live and playing holiday music. Will be conducting a group meeting with TID group hotels to brainstorm ideas and talk about what other destinations are doing.

#### **Grant Application Requirements Discussion - Byron Jones**

Will continue to look and refine prior to next fiscal year's grant applications.

#### **Consideration of Items for Future Agendas**

Our next meeting will be cancelled in lieu of a joint SVVB-TID Holiday mixer on Wednesday, January 16 at 6 pm. Location TBD.

#### **Board Member Comments – none**

#### **Set date for next meeting:**

SVVB-TID Holiday Mixer, Wednesday, November 16 at 6:00 PM. Location TBD