

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for October 8, 2015

Present: Norm Krug , Byron Jones, Bill Blum, Dan Parks, Suzy Hart

Absent: Wendy Stewart, Carol Giovanatto

Guests: Kaila Stewart, Gay Johann

Public Comment - None

Motion made by Dan Parks to approve minutes of September 10 ,2015

Motion seconded by Bill Blum. Motion Passes unanimously.

Financial Update - Dan Parks

Selected Jones & Perry to do the audit. We had 3 quotes for the audit and all were similar. They will audit the 3rd year of operation for a cost of \$5,000.

Motion made by Dan Parks to accept proposal by Jones & Perry.

Motion seconded by Byron Jones. Motion Passes unanimously.

Marketing Update - Jonny Westom

Hired JNS Media as new media buyer and met with the SF Chronicle, KCBS and 11 member businesses. Finalizing Q4 & Q1 media plan. Sponsorship packet for Holiday Lights ready for distribution. Sonoma Magazine, SF Chronicle, Napa/Sonoma Magazine and KOIT Radio have all come on as sponsors. KOIT Radio will be broadcasting live from the Plaza for the lighting.

Grant Application Requirements Discussion - Byron Jones

Board discussed exploring enhancements to the grant application process. Ideas to be presented at next meeting.

Consideration of Items for Future Agendas

Grant Application Requirements Ideas - Byron Jones

Holidays in Sonoma update

Discussion of Group Marketing

Board Member Comments – none

Set date for next meeting: Thursday, November 12 at 8:30 AM at The Lodge at Sonoma