

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for August 13, 2015

Present: Wendy Stewart, Bill Blum, Dan Parks, Suzy Hart, Carol Giovanatto

Absent: Byron Jones, Norm Krug

Guests: Kaila Stewart

Public Comment - None

Motion made by Carol Giovanatto to approve minutes of July 16 ,2015

Motion seconded by Dan Parks. Motion Passes unanimously.

Presentation by Wendy Stewart to Wendy Peterson thanking her for her 15 years of service to the SVVB and TID

Grant Request Presentation by Kate Eilersten for the Sonoma Valley Museum of Art

Attendance at the Museum is up with over 25,000 visitors in the past year. The Eleanor Coppola show last December drew 400 people.

Financial Update - Dan Parks

We are in the savings mode for the winter season. Suggests an audit to review our third year of operations. Met with 3 auditors for bids for an independent audit of the third year.

Motion made by Bill Blum to authorize Dan Parks to select an auditor to audit our third year.

Motion seconded by Suzy Hart. Motion passes unanimously.

Marketing / Annual Report Update - Wendy Peterson / Jonny Westom

Wendy let the Board know we are ready to present the TID Annual Report to the City on Monday, August 17, 2015. Jonny let the Board know he is a big fan of research, and we will be doing research to make sure our marketing dollars being spent most effectively, and will be taking a fresh look at all of the Visitors Bureau procedures, systems and messaging.

Grant Application Requirements Review item moved to next meeting in Byron Jones absence

Holiday Lights Proposal - Wendy Stewart

Light Pros two year proposal would save \$5800 and it was agreed to move forward and accept the proposal for the two years. Transcendence Theatre has agreed to perform at the lighting. Jonny proposed looking for sponsors to help offset 25-50% off the costs to free up more dollars for marketing.

Consideration of Items for Future Agendas

Audit Recommendation - Dan Parks

Grant Application Requirements Review - Byron Jones

Grant Requests from the Sonoma Valley Museum of Art and Sonoma International Film Festival

Board Member Comments – none

Set date for next meeting: Thursday, September 10 at 8 AM at the Sonoma Valley Inn