

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for July 16, 2015

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

Absent: Byron Jones

Public Comment - None

Motion made by Wendy Stewart to approve minutes of June 11 ,2015

Motion seconded by Dan Parks. Motion Passes unanimously.

Grant Request Presentation by Hugo Mendoza and Linda States of Nuestro Voz for Mexican Independence Day

Financial Update - Dan Parks

Budget with requested changes was presented. Dan is researching auditors to do an independent audit of the TID's first three years. He'll get an estimate and make a recommendation on who we should use.

Motion made by Wendy Stewart to approve Final TID budget as presented

Motion seconded by Suzy Hart. Motion passes unanimously.

Marketing / Annual Report Update - Wendy Peterson

This is Wendy's last meeting as Executive Director and she will be introducing Jonny Westom SVVB's new Executive Director to the Board at the next TID meeting. The TID Annual Report will be given to City Council on August 17 and Board members are encouraged to attend. The SVVB media plan, marketing budget and Holiday Lighting plan are all being drafted and will be reviewed with Jonny for any recommendations.

TID Grant Request from Nuestro Voz of \$5,000 for Mexican Independence Day presented to the Board for consideration- Norm Krug

Motion by Bill Blum to approve \$2500 for Mexican Independence Day Celebration on Sonoma Plaza

Motion seconded by Dan Parks. Motion passes unanimously

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

Consideration of Items for Future Agendas

Review Holiday Lights Proposal - Look at 2 year option pricing

Review Grant Application Requirements - Byron Jones

Grant Presentation SVMA

Board Member Comments – none

Set date for next meeting: Thursday, August 13 at 8 AM at The Lodge at Sonoma in Carneros Bistro