

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for June 11, 2015

Present: Wendy Stewart, Byron Jones, Bill Blum, Dan Parks, Suzy Hart

Absent: Carol Giovanatto, Norman Krug

Guests: Gay Johann

Public Comment - None

Motion made by Byron Jones to approve minutes of May 21 ,2015

Motion seconded by Dan Parks. Motion Passes unanimously.

Election of Board of Directors and Officers - Wendy Stewart

The following slate of candidates for Directors and Officers of the Sonoma TID was presented to the Board:

Norman Krug - President / Director

Wendy Stewart - Vice President / Director

Dan Parks - Treasurer / Director

Bill Blum - Secretary / Director

Byron Jones - Director / B&B and vacation rental representative

Suzy Hart - Director

Carol Giovanatto - Director / City of Sonoma representative

Motion made by Wendy Stewart to accept the slate of candidates as presented with the Board of Directors serving a term of 3 years and officers elected annually.

Motion seconded by Dan Parks. Motion passes unanimously.

Financial Update / Review Draft Budget for possible approval - Dan Parks

Dan Parks presented a draft budget to the Board for consideration and possible approval.

Motion made by Byron Jones to approve Budget as presented with one modification - increase the amount for Promotional Event Grants from \$35,000 to \$50,000.

Motion seconded by Suzy Hart. Motion passes unanimously.

Marketing Update - Wendy Peterson

2015-16 Campaign planning is underway. Bid for expansion of Plaza Holiday lighting is being done.

Marketing Committee suggested looking at the length of each off-season campaign and making Olive Season a one-month campaign in January and creating a "Romance Month" in February. They also

suggested exploring the idea of a "Sip and Shop" on the Plaza on Friday and Saturday nights with some merchants staying open late. Results from the Sonoma County Visitor Center Report showed a huge

spike in social media hits during the months of November and December due to the Holidays in Sonoma Campaign and holiday lights on the Plaza. A pilot project survey of visitors is being done by the SVVB.

The SF Travel Luncheon will be attended by over 1000 guests and Sonoma Valley will be sponsoring the Sonoma Farmers Market and Bloody Mary bar and Olive Oil tasting at the reception and will receive a program ad and two sponsor tables. SVVB will be providing a shuttle for NASCAR guests to the Plaza.

Other NASCAR partnerships include a SVVB bookmark with all tickets and an ad in USA Today.

Discussion about publishing a list of registered TID payers on the City and TID's websites - Byron Jones

Byron brought up the idea of the TID and the City of Sonoma listing all registered TID payers on both web sites so consumers, residents and registered lodging properties can see if lodging being advertised are legal and paying taxes and TID assessments. The Sonoma Valley B&B Association supports this idea and City Manager Carol Giovanatto and City Planner David Goodison think it is a good idea and are on board to do it. Muni Services will continue to investigate vacation rentals that are not paying TOT and TID assessments.

Consideration of Items for Future Agendas

Present SVVB Draft Marketing Budget
Review Holiday Lights Proposal
Review Grant Application Requirements
Review Grant Requests

Board Member Comments – none

Set date for next meeting: Thursday, July 16 at 8 AM at The Lodge at Sonoma