

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for May 21, 2015

Present: Norm Krug, Byron Jones, Bill Blum, Dan Parks, Carol Giovanatto

Absent: Suzy Hart, Wendy Stewart

Guests: Wendy Peterson, Linda Blum

Public Comment - None

Motion made by Dan Parks to approve minutes of April 16 ,2015

Motion seconded by Byron Jones, Motion Passes. Carol Giovanatto abstains as she wasn't at the last meeting.

Financial Update - The last budgeted payment to the SVVB for marketing this fiscal year has been made, and now we are in the savings mode for the off-season campaign that begins in the Fall. A draft budget for possible approval will be presented at the next meeting.

Marketing / Holiday Lights Update - Wendy Peterson

A holiday lights walk-thru was done with City staff and Lights Pro. The City and Lights Pro are looking at ways to make the lights less susceptible to rain and will work on a plan to present to the TID to light the other half of the Plaza. Draft timeline:

October 28-30 - Installation and Palm Tree Lit

November 14 - Plaza Lighting Ceremony

December 4 - Santa on the Plaza

December 6 - Hospice Tree Lighting

The SF Travel Luncheon is June 24 and the SVVB will once again be Platinum Sponsors and will be setting up the "Sonoma Farmers Market" and Bloody Mary Bar in the reception area. An Olive Oil tasting will be new this year.

SVVB will be providing a Plaza shuttle again this year at 50 acres during NASCAR and all tickets sent out for the race included a SVVB bookmark.

Discussion of Strategies/Ideas for Next Fiscal Year - 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. More discussion at the next meeting. Raising the amount budgeted for grants for organizations producing events to drive overnight business in the off-season and midweek from \$25k to \$50k was discussed and all agreed it was a good idea. Carol let the Board know that one of the City Council's objectives is to further promote the City's historic character and requested the TID consider expanding that in its future marketing efforts as that is something that is unique to Sonoma nobody else can claim.

TID Grant Request Update and Transcendence Theatre Grant Request - Norm Krug

Both grant requests were discussed and it was agreed both were excellent candidates for grant consideration.

Motion to by Bill Blum to approve a \$5000 grant for Sonoma Birding

Motion seconded by Dan Parks. Motion passes unanimously.

Motion by Bill Blum to approve a \$7500 grant for Transcendence Theatre for Social Media, Web Promotion and Advertising to be done outside of Sonoma County to help drive overnight visits to their midweek shows.

Motion seconded by Byron Jones. Motion passes unanimously.

Consideration of Items for Future Agendas

Next meeting is annual meeting and we will be electing the Board (3 year term) and Officers (1 year term). It was suggested we ask representatives from the Sonoma Hotel and Eldorado Hotel to consider serving on the Board.

Draft Budget for review and possible approval.

Board Member Comments – none

Set date for next meeting: Thursday, June 11 at 8 AM at MacArthur Place