

## **Sonoma Tourism Improvement District**

### **Board of Directors Meeting**

**Minutes for March 12, 2015**

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

Guests: Wendy Peterson, Gay Johann

#### **Public Comment - None**

#### **Motion made by Wendy Stewart to approve minutes of February 19 ,2015**

Motion seconded by Dan Parks, Motion Passes Unanimously

#### **Financial Update - Dan Parks**

No major activity in the last month as the off-season winds down. In the saving mode now until the next campaign. We will have a draft budget to present in May.

#### **Marketing Update - Wendy Peterson**

Social Media stats continue to grow. After just one year, we have gone from 3,147 likes to 15,311 likes on Facebook, 386% increase . Instagram went from 275 to 1,500 followers, a 445% increase and Twitter went from 671 to 1,401, a 108% increase. Girlfriends Getaway advertising, social media, contests and events were reviewed.

#### **Look at 2016 Super Bowl Opportunities - Wendy Peterson**

Postponed until next meeting when more information will be available to discuss

#### **Holidays in Sonoma Electrical Upgrade Project - Wendy Peterson/Carol Giovanatto**

There was a walk through with Wendy Peterson, Wendy Stewart, Bill Blum, City Staff and Lights Pro on March 5th to look at ways to fix the problem of holiday lights being affected by the rain, and also look at what would be needed to expand the lighting to the other side of the Plaza. Recommendations will be presented to the Board once they are finalized.

#### **Consideration of Items for Future Agendas**

Next Generation Traveler Report - Suzy Hart

Super Bowl Stats / Super Bowl Opportunities - Wendy Peterson/Suzy Hart

TID Grant Requests

TID Annual Meeting/Management District Plan Requirements Review - Dan Parks/Bill Blum

#### **Board Member Comments – none**

**Set date for next meeting: Thursday, April 16, 12 noon at The Lodge at Sonoma**