

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for February 19, 2015

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

Guests: Wendy Peterson

Public Comment - None

Motion made by Wendy Stewart to approve minutes of January 8, 2014

Motion seconded by Byron Jones, Motion Passes Unanimously

Financial Update/Discussion of Emergency Marketing Reserve – Dan Parks / Carol Giovanatto

Discussion of importance of keeping an emergency marketing reserve in the event of some type of emergency (flooding, earthquake, etc) that may require use of unbudgeted funds for marketing purposes to help restore business. Carol Giovanatto shared some impressive month over month occupancy numbers comparing July to December 2013 to 2014: July 2013 65%, July 2014 82%; August 2013 68%, August 2014 86%; September 2013 69%, September 2014 85%; October 2013 66%, October 2014 83%; November 2013 57%, November 2014 70%; December 2013 49%, December 2014 56%

Motion made by Bill Blum to build an emergency marketing reserve of \$100,000 over the next several years in the TID account beginning with the FY 2015-2016 Budget

Motion seconded by Byron Jones, Motion Passes Unanimously

Marketing Update - Wendy Peterson

A recap of Olive Season and Girlfriends Getaway media and events was presented. Bill Blum and Wendy Peterson will give a mid-year TID report to the City Council on March 2nd. TID Board members are encouraged to attend. Group hotels will share a booth at MPINCC at Moscone West on February 18.

Review of Post Formation Checklist - Dan Parks

Dan Parks and Bill Blum will work on a comprehensive list of what is required to present to the Board.

Review and Possible Approval of TID Grant Requests – Norm Krug

Sonoma Valley Vintners and Grower's grant request for \$10,000 for VinOlivo was reviewed.

Motion made by Byron Jones to approve the SVVGA Grant Request in the amount of \$5000

Motion seconded by Wendy Stewart, Motion Passes Unanimously

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

There will be a holiday lights walk-through with 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.

Consideration of Items for Future Agendas

Holidays in Sonoma Electrical Upgrade update - Wendy Peterson/Carol Giovanatto

Marriott Report Highlights on the Next Generation Traveler - Suzy Hart

Look at possibilities to tie into the Super Bowl in 2016 - Norm Krug / Wendy Peterson

Board Member Comments – none

Set date for next meeting: Thursday, March 12, 8:00 am at the Sonoma Valley Inn

Meeting Adjourned for Brown Act Training

Brown Act Training was conducted by Attorney Thomas Haueser and attended by:

Bill Blum

Byron Jones

Wendy Stewart

Norman Krug

Suzy Hart (had to leave early and will finish training with Mr. Haueser at his office)

Board Members Dan Parks and Carol Giovanatto had already received training in the past two years.