

# **Sonoma Tourism Improvement District**

## **Board of Directors Meeting**

### **Minutes for November 20, 2014**

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

Absent: Suzy Hart (phoned in to the meeting from the road)

Guests: Wendy Peterson, Tjiska VanWyk

**Public Comment** - Tjiska VanWyk, Executive Director of Jack London State Park gave the Board an update on what is happening at the Park and possible opportunities for involvement with the TID.

#### **Motion by Wendy Stewart to approve minutes of October 17, 2014.**

Motion seconded by Carol Giovanatto. Dan Parks Abstains as he wasn't at the last meeting.

Motion passes unanimously.

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

The Plaza Lighting Ceremony was a big success with an estimated 400 people in attendance. Next year we will look at moving it from Friday to Saturday on the same weekend and making it a larger event. Stephan Stubbins wrote and sang "Sonoma Wonderland" for the event, Sonoma Market provided cookies and Williams-Sonoma did hot chocolate. The SF Chronicle forgot to do overruns of our Sonoma Valley Insert, so to apologize they ran it a second time at no cost and printed the overruns during the second printing. The Holidays in Sonoma Campaign is in full swing in print, radio, digital and social media with boosted posts for all TID payers. The Holiday Window Contest is underway and is now Valley wide.

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

Our next payment from the City is on January 15, 2015 for the months of September, October and November and by all indications it should be over budget. We received \$225,000 on 10/15 giving us a balance of \$233,000. Next meeting Dan will do a YTD review of actual results compared to budget.

#### **SVGA Partnership Update and VinoLivo Update - Wendy Peterson**

Suzy Hart is working with Maureen at the SVGA on changing the date of VinoLivo from Valentines/Presidents Day Weekend to either a weekend earlier or later and will give an update at the next meeting. Wendy Peterson will reach out to Maureen to see where we are on the digital map project, and look at other ways we can partner together in the new year.

#### **Holidays in Sonoma Update - Wendy Stewart**

The enhanced Plaza lighting has received very positive comments. Would like to explore ways of lighting the entire Plaza (sponsorships, etc), having trees outside individual Plaza businesses, and explore an ice rink at the State Park on the Plaza.

#### **Update on TID Renewal - Bill Blum**

The TID was approved for 10 years by a unanimous vote of the City Council.

## **TID Minutes of November, 2014 Continued**

### **Page 2**

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

Update on SVGA partnership / VinoLivo Update - Suzy Hart

Financial Update / YTD actual vs. Budget - Dan Parks

Holidays in Sonoma Update - Wendy Peterson

Review Brown Act Training possible dates - Wendy Peterson

Review TID Post Formation Checklist - Dan Parks

Discuss the addition of an additional Board seat for vacation rentals - Norm Krug

#### **Board Member Comments**

Byron Jones submitted comments to the Planning Commission on the "Boarding Room" proposal.

Suzy Hart said there was confusion at the Planning Commission meeting as to what is the difference between TOT and TID and what TID funds could be used for.

Carol Giovanatto suggested doing a press release to promote some of the TID's accomplishments (Plaza Lighting, etc)

#### **Set date for next meeting:**

Thursday, December 11, 2014 at 8:00 am at the Best Western Sonoma Valley Inn

#### **Meeting Adjourned**