

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for October 17, 2014

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

Absent: Byron Jones,

Guests: Wendy Peterson

Public Comment - David Eicher from 1110 Loma Ct. had no specific public comment but several questions about the TID. It was explained that his questions couldn't be addressed during public comment, but he could be scheduled for a future TID Board meeting to answer his questions.

Motion by Wendy Stewart to approve minutes of August 14, 2014 and September 11, 2014.

Motion seconded by Suzy Hart. Motion passes unanimously.

Marketing Update - Wendy Peterson

The media plan which begins mid-November will be primarily focused on the SF Bay Area and to travelers visiting San Francisco and will include print, radio, digital and TV/Cable. Marketing of seasonal promotions will expand this year. Outdoor advertising will include billboard, BART stations and Bart cars. A Sonoma County insert in the Sunday, November 9 SF Chronicle will have a 4-page Sonoma Valley section. Holidays in Sonoma will include the lighting of the palm tree on November 1, a Plaza lighting ceremony on November 15, a holiday window contest begins on November 15, and Santa's arrival and Plaza tree lighting on December 5. The Lodge at Sonoma, MacArthur Place and the Best Western Sonoma Valley Inn attended the IMEX convention in Las Vegas and said it was a successful first year.

Motion by Bill Blum to approve the transfer of \$200,000 from the TID account to the SVVB Marketing account to fund the Fall marketing campaign which would leave a balance of \$17, 198.37.

Motion seconded by Wendy Stewart. Motion passes unanimously.

Consideration of a \$10,000 grant request from the Sonoma International Film Festival - Bill Blum

The grant request was submitted to the Board for consideration and it was noted that the Festival was moved from April to March per the TID's request.

Motion by Bill Blum to approve the grant request of \$10,000 for the Sonoma International Film Festival.

Motion seconded by Suzy Hart. Motion passes unanimously.

Holidays in Sonoma Update - Wendy Stewart

The City has requested a new tree on City Hall as part of the holiday lighting upgrade, but because it wasn't in the plan for this year, it will be looked at for 2015/2016. Norm Krug suggested doing a local press release on the holiday lighting.

Update on TID Renewal - Bill Blum

The City Council meeting on Monday, 10/20/14 will consider approval of the TID for another 10 years. The TID Board is encouraged to attend to show your support.

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Consideration of Items for Future Agendas

Update on SVGA partnership / VinoLivo Update

Financial Update

Holidays in Sonoma Update

Sonoma TID Renewal Update

Board Member Comments

None

Set date for next meeting:

Due to availability of the majority of the Board, the next TID meeting has been moved to Thursday, November 20, 2014 at 8:00 am at the Best Western Sonoma Valley Inn, Mission Room C.

Meeting Adjourned