

## **Sonoma Tourism Improvement District**

### **Board of Directors Annual Meeting**

**Minutes for August 14, 2014**

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

Absent: Suzy Hart

Guests: Wendy Peterson, Christopher Stewart

**Public Comment** - None

#### **Motion made by Byron Jones to approve minutes of July 10, 2014**

Motion seconded by Wendy Stewart

Motion Passes. Dan Parks abstained as he was not at the last meeting

#### **Election of Officers - Norm Krug**

Norm Krug proposed a slate that included the reelection of all Board members and the following officers for a one year term: Norm Krug, President; Wendy Stewart, Vice-President; Dan Parks, Treasurer; Bill Blum, Secretary

#### **Motion made by Byron Jones to accept the slate as proposed by Norm Krug**

Motion seconded by Wendy Stewart

Motion Passes Unanimously

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

A draft budget that is still in progress was presented for the 2014-2015 calendar year Marketing Plan. SVVB will be working again with Sherry Jacobs to assist in media planning and buying. In a survey done following the SF Travel Luncheon for 1300 industry professionals, the Sonoma Farmers Market and Bloody Mary Bar by the girl and the fig was highest rated part of the event and we have been asked to repeat it again at next year's luncheon. The launch events for the re-opening of the original Williams-Sonoma store on Broadway will begin on October 2, 2014 and the SVVB will be working closely with them along with our PR team Glodow-Nead. Sustainable Tourism Week was July 21-28 and jointly coordinated by the SVVB and SCTB was a success and kicked off in Sonoma with remarks from Mayor Tom Rouse and Supervisor Susan Gorin.

#### **Financial Review - Dan Parks**

We currently have \$220,000 in our account and in October should be receiving approximately \$250,000 more which will provide ample funds to kick off the off-season campaign that begins in November.

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

The expanded lighting program for the Plaza that was approved at the last meeting has been ordered

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

The City Council will be considering adopting the Resolution of Intention for renewal of the TID on Monday, August 18, 2014. Petitions representing approximately 96% of all rooms in Sonoma were submitted in support of the renewal. TOT revenues are up approximately \$1 million since the formation of the TID.

**Continued on Page 2**

**Sonoma TID Minutes of August 14, 2014 continued**

**Page 2**

**Consideration of Items for Future Agendas**

Holidays in Sonoma Update

Sonoma TID Renewal Update

**Board Member Comments**

Carol Giovanatto - The bell atop City Hall will start ringing again at noon each day

Norm Krug - Plans on meeting with Darius on his new hotel proposal

**Set date for next meeting:**

Thursday, September 11, 2014 at 8:00 am at the Sonoma Valley Inn

**Meeting Adjourned**