

## **Sonoma Tourism Improvement District**

### **Board of Directors Meeting**

**Minutes for June 12, 2014**

Present: Norm Krug, Byron Jones, Bill Blum, Suzy Hart

Absent: Wendy Stewart, Dan Parks, Carol Giovanatto

Guests: Wendy Peterson, Christopher Stewart, Gay Johan

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

There was nobody from the public in attendance at the meeting from the invitation sent out to all TID payers to learn more about the program and its accomplishments in the last fiscal year.

#### **Motion made by Norm Krug to approve minutes of May 8, 2014**

Motion seconded by Bill Blum

In favor: Norm Krug, Byron Jones, Bill Blum, Suzy Hart

Motion Passes

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

Wendy Peterson presented a year in review/media recap

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

Dan is out of the Country so budget was not presented for approval. Wendy Peterson and Bill Blum will present at the next meeting in Dan's absence. A draft budget will be sent out prior for review.

**SVVGA Partnership Meeting Update** - there was a positive follow-up meeting with the SVVGA on June 11. This was an informational only meeting and the SVGA presented ideas for mapping and their "Extended Family" program. Next meeting will be scheduled once both organizations develop their marketing plans to see what areas can be coordinated. The SVGA will put together more detailed proposals for the mapping and Extended Family program at the next joint meeting.

#### **Presentation of the SVMA Post Event Report - Bill Blum**

Bill Blum presented the SVMA Post Event Report. All Board members in attendance commented on how well done the report was and how pleased we were to support them.

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

The City has the Management District Plan for review. TID petitions are being collected for submission.

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

Holidays in Sonoma Update

Budget Review and Possible Approval for 2014/2015 Fiscal Year

Sonoma TID Renewal Update

#### **Board Member Comments – none**

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

**Thursday, July 10, 2014 at 8:00 am at the Sonoma Valley Inn**

**Meeting Adjourned**