

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for November 14, 2013

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

Absent: Bill Blum, Lisa Kershner

Guests: Wendy Peterson, Celeste Smetland, Simon Blattner

Public Comment - None

Sonoma Valley Museum of Art Presentation Celeste Smetland Deputy Dir / Simon Blattner Board Chair. The presentation included a complete grant request packet, and a narrative for request for \$5,000 grant to fund marketing of the Dec – March SVMA programs and a Q&A portion. Grant request will be considered at the December 12, 2013 meeting.

Motion made by Byron Jones to approve minutes of October 10, 2013

Motion seconded by Dan Parks

In favor: Norm Krug, Wendy Stewart, Carol Giovanatto, Dan Parks, and Byron Jones

Motion Passes

Financial Review – Dan Parks

Finances are in good shape, on target with budget; recently provided the SVVB Marketing Program a distribution check for the TID collections received from the City. Board has requested a more expansive report at the December meeting, to determine if the budget will allow expanding the SVVB advertising and marketing program.

Marketing Update - Wendy Peterson

Campaign launch included a SF Chronicle 4 page pull out section, ads in SF Chronicle Food & Wine, SONOMA magazine 2 page spread, Napa Sonoma Magazine, Meetings Focus ad plus advertorial. City Hall, Carnegie Library and Palm Tree lights will be on 4:30pm-1am Nov 15-Jan 5, 2014. Holidays micro site live; Downtown Merchants Window Contest Nov 22-Dec 15 with SVVB providing ballot boxes and Holidays in Sonoma branded window clings

Consideration of Sonoma International Film Festival Grant Request - Norm Krug

The grant request packet for \$10,000 was reviewed and discussed. (Question: Did the TID receive the after event report required for the 2012-2013 \$5,000 grant.)

Motion made by Wendy Stewart to award SIIF a \$7500 grant with the award letter to include language re: “correct unfulfilled promises by SIIF to include TID info on film fest website; sponsor acknowledgments; recommend SIIF to consider moving the festival to the Dec-March off-season months”.

Motion seconded Byron Jones

In favor: Norm Krug, Wendy Stewart, Carol Giovanatto, Dan Parks, and Byron Jones

Motion Passes

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Holidays in Sonoma Update – Wendy Stewart

Wendy suggested a thorough recap/review of the Holiday Lighting Project in Jan/Feb for planning for 2014-2015. Topics: Feedback from public; roofline lighting around Plaza; banner poles electricity; more lights; light sculpture project.

Discussion of Tourism Study Options - Wendy Peterson

Agenda item discussion item moved to next meeting.

- **Consideration of Items for Future Agendas** -

- Full Budget Update + Projection

- SVMA Grant Proposal

- Effects of Measure B

Board Member Comments – none

Set date for next meeting:

Thursday, December 12 at 8:00 am at the Sonoma Valley Inn

Meeting Adjourned