

Sonoma Tourism Improvement District
Annual Meeting
Minutes for August 15, 2013

Present: Norm Krug, Bill Blum, Dan Parks, Byron Jones, Wendy Stewart, Lisa Kershner

Absent: Carol Giovanatto

Guests: Wendy Peterson, Gay Johann

Public Comment - None

Motion made by Wendy Stewart to approve minutes of July 11, 2013

Motion seconded by Dan Parks

In favor: Norm Krug, Bill Blum, Dan Parks, Wendy Stewart

Abstain: Byron Jones, Lisa Kershner - Absent from last meeting

Motion Passes

Announcement of Board Vacancy - Bill Blum read David Dolquist's letter of resignation from the Board of the TID. David took a position as General Manager at the Seattle Waterfront Marriott.

Motion made by Wendy Stewart to replace David Dolquist on the Board with Lisa Kershner, the new General Manager at the Lodge at Sonoma.

Motion seconded by Byron Jones

In favor: Norm Krug, Bill Blum, Dan Parks, Wendy Stewart, Byron Jones

Motion Passes

Motion made by Byron Jones to approve the following slate of officers to the Board of the Sonoma TID for the term of one year: Norm Krug, President; Wendy Stewart, Vice President; Dan Parks, Treasurer; Bill Blum, Secretary

Motion seconded by Wendy Stewart

In favor: Norm Krug, Bill Blum, Dan Parks, Wendy Stewart, Byron Jones

Motion Passes

Financial Review - Dan Parks reviewed final FY 2013/2014 Budget

Marketing Update - Wendy Peterson

Components of the FY 2013/14 Marketing Plan were reviewed which include the addition of Group Marketing (\$50,000) and Social Media / Online Marketing (\$75,000) and Seasonal Promotions (\$50,000) Group marketing will include the September issue of Smart Meetings Magazine with a special Destination section. Holidays in Sonoma - Website will launch September 1; SF Chronicle insert in November and KOIT Radio in November and December.

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Hotel Limitation Measure Update - Norm Krug

Discussed City Council meeting where the Impact Report was presented and a November 19, 2013 date for the election was set.

City of Sonoma TID Annual Report Update - Bill Blum and Wendy Peterson will present the report to the City at the Wednesday, September 4, 2103 City Council meeting. All Board members were encouraged to attend.

Motion made by Bill Blum to approve the Valley of the Moon Vintage Festival Grant Request for \$5,000

Motion seconded by Wendy Stewart

Discussion - Ask that Sonoma hotels be included in Social Media posts

Motion passes unanimously

Holidays in Sonoma Update

Nothing to report; continue discussion at next meeting

Items for Future Agendas

Holidays in Sonoma discussion

Tourism Study discussion

Board Member Comments -

Norm Krug asked Bill Blum to draft a thank you card to David Dolquist for his service on the Board

Set date for next meeting:

Thursday, September 12, 2013 at 8:00 am at the Sonoma Valley Inn

Meeting Adjourned