

Sonoma Tourism Improvement District
Board of Directors Meeting
Minutes for June 13, 2013

Present: Norm Krug, Bill Blum, Dan Parks, Byron Jones, David Dolquist,

Absent: Carol Giovanatto, Wendy Stewart

Guests: Wendy Peterson

Public Comment : None

Public Comment - None

Magic Snow Update - Byron Jones

Byron shared some updated cost estimates for doing snow on the Plaza. Byron, Bill and Wendy will be meeting with Adam Williams from Magic Snow on July 16 and will also meet with the City. Byron will present an update to the Board after those meetings.

Motion made by David Dolquist to approve minutes of May 9, 2013

Motion seconded by Byron Jones

In favor: Norm Krug, Bill Blum, David Dolquist, Dan Parks, Byron Jones

Motion Passes

Financial Review - David Dolquist

Distributed a draft budget for review. Based on the Board's feedback, a final budget will be presented for approval at the next meeting. It was suggested to separate Special Events and Grants on the budget and put Special Events in the SVVB marketing budget; increase the grant amount to \$25,000; show gross receipts minus 1% City collection fee on the revenue line.

Marketing Update - Wendy Peterson

Off-season campaign is winding down. Bart Station banners scheduled through February 10 at SFO are still up - projected 4.6 million impressions and thus far have delivered 10.5 million impressions. Sonoma Raceway shuttle during NASCAR will be running on Friday & Saturday, June 21 and 22 - "Come for the Race, Discover the Place!" Lots of positive comments have been received about the new "Welcome to Sonoma Valley" billboard on Highway 12 as a great welcome to Sonoma. The SVVB will be a sponsor once again of the SF Travel Annual Luncheon. This year instead of providing wine, the Olive Press will be providing a take away olive oil gift to all 1000 attendees.

Hotel Limitation Measure Update - Norm Krug

Larry Barnett said he has enough signatures to qualify for the ballot measure and will be submitting them to the City shortly. The Sonoma Valley Visitors Bureau will be taking a position opposing the Measure but at this time has not finalized their position statement.

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Ice Rink Presentation - Bill Blum

Scott Williams from Ice America was not able to attend the meeting but provided the Board with some cost estimates. It was the agreement of the Board that doing an ice rink on the Plaza is a great idea but may be too difficult of a project to consider for this year. It was suggested we explore potential partners who may be interested in doing it, and for Bill to report back to the Board with any updates.

Items for Future Agendas -

- Holidays in Sonoma Update
- Finalize Budget

Board Member Comments -

None

Set date for next meeting:

Thursday, July 11, 2013 at 8:00 am at the Sonoma Valley Inn

Meeting Adjourned