

Sonoma Tourism Improvement District
Board of Directors Meeting
Minutes for May 9, 2013

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

Absent: Wendy Stewart

Guests: Wendy Peterson, Robert Friedman

Public Comment : None

Sonoma Vintage Festival Presentation - Robert Friedman

The Vintage Festival is the last weekend in September and this year will be its 116th year making it the longest running festival in California and the second longest running parade after the Rose Parade. People from all over the US and internationally attend the gala. The new web site will be valleyofthemoonvintagefestival.com and they will be adding travel to the site to promote visits year around. They will also promote hotels, specials, etc on the web site and to a database of 3,000 and 1,000 social media contacts. This year they will be working with Destination Races to do a 5k and 12k run on Sunday, September 29 with between 1500-2000 runners beginning on Sonoma Plaza. They will be submitting a formal request for sponsorship in the amount of \$5000.

Ice Rink Presentation - Peter Mott

Peter Mott was unable to make it and will be rescheduled for another meeting.

Motion made by David Dolquist to approve minutes of April 11, 2013

Motion seconded by Byron Jones

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

Abstain: Carol Giovanatto and Norm Krug (missed the last meeting)

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.

Marketing Update - Wendy Peterson

Print included Sonoma Magazine, SF Chronicle Sonoma Section and USA Today in coordination with Sonoma Raceway. Bart Station banners scheduled through February 10 at SFO are still up. This year there will be a Sonoma Raceway shuttle during NASCAR Friday & Saturday, June 21 and 22 - "Come for the Race, Discover the Place!" The new "Welcome to Sonoma Valley" billboard is up on Highway 12 and is contracted through 6/14.

Sonoma Tourism Study/Research - Byron Jones

Presented data showing the monthly TOT relative change and TOT revenues for Sonoma and neighboring Napa Valley destinations from July 2010 through March 2013. Suggests we do some more comprehensive research in the next fiscal year.

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Holidays in Sonoma Event Idea / Proposal - Byron Jones

Byron presented a proposal from Magic Snow that included creating snow on Sonoma Plaza for sledding, snowmen and snowballs and possible snowfall effects for consideration as part of the Holidays in Sonoma promotion. The domain name snownoma.com was registered.

Discussion of the TID Taking a Position on Hotel Limitation Measure - Norm Krug

Discussion included whether the TID should take a position on the Hotel Limitation Measure.

Motion made by Bill Blum to take the following position on the Hotel Limitation Measure:

"The Sonoma TID opposes the Hotel Limitation Measure as we don't believe it is in the best interest of the City of Sonoma or our tourism industry, and that there are appropriate planning processes and procedures currently in place."

Motion seconded by David Dolquist.

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

Abstain: Carol Giovanatto

Motion Passes

Items for Future Agendas -

- Invite Magic Snow and Ice Rink representatives to future meetings to make presentations
- Finalize Budget
- Update on Hotel Limitation Measure

Board Member Comments -

None

Set date for next meeting:

Thursday, June 13, 2013 at 8:00 am at the Sonoma Valley Inn

Meeting Adjourned