

**Sonoma Tourism Improvement District  
Board of Directors Meeting  
Minutes for April 11, 2013**

Present: Bill Blum, Dan Parks, Byron Jones, Wendy Stewart, David Dolquist

Absent: Norm Krug, Carol Giovanatto

Guests: Wendy Peterson

**Public Comment:** None

**Public Comment**

Bill Hooper of Kenwood Investments discussed the potential impacts of the Hotel Limitation Initiative being proposed by Larry Barnett and urged the TID to take a position against the measure.

**Motion made by Wendy Stewart to approve minutes of February 14, 2013**

Motion seconded by Byron Jones, Motion Passes Unanimously

**Financial Review** - David Doquist

Reviewed July 2012 through March 2013 P&L. Our next payment from the City is expected to be approximately \$62,000 which will leave us with \$115,000, enough to pay SVVB the remaining \$100,000 for this year's marketing program. We will be ordering a credit card to cover miscellaneous expenses that require a credit card, primarily Internet related expenses. We will have a Draft Budget for review at the next meeting.

**Marketing Update** - Wendy Peterson

We had great feedback on Girlfriends Getaway Month. KCBS radio campaign was extended through mid-April . The Sunday SF Chronicle on April 28 will feature a large Sonoma County section that will be primarily focused on Sonoma Valley and we will be advertising in this issue. Also participating in a Destination Sonoma ad in USA today in partnership with the Sonoma Raceway. Bart Station banners are still up well past our contracted date. Billboard art is being developed for the new billboard. TID made a presentation to the City Council which was well received. SVVB staff visited 100 local business to kick off the season. There will be a shuttle from raceway to Sonoma Plaza during NASCAR.

**Discussion of Group Marketing by the Sonoma TID– Dan Parks**

As part of the marketing plan and budget process, Dan suggested we allocate a percentage of the budget to group marketing. David Dolquist recommended we start with 10%. Bill Blum suggested 10-15%. We should include hotel sales staff in the decision on how best to utilize the funds, and attending trade shows like POW WOW that we currently don't attend may be good.

**Review of emails to Sonomatid.com - Norm Krug**

Bill Blum to invite Robert Friedman from the Vintage Festival to the next TID meeting, and David Dolquist to invite Sheana Davis to the meeting in June.

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**Sonoma TID Grant Review - Norm Krug**

**Brief Update on Sonoma Ice Rink as part of Holidays in Sonoma - Bill Blum**

Bill reported he met with Carol Giovanatto and Wayne Wirick to discuss the idea of an ice rink on the Plaza. There would be a lot of work to make it happen and support of the City Council. It was suggested Bill Blum invite a representative from one of the ice rink companies to make a presentation at the next meeting. It was discussed this may be too large of a project this year, but as we grow the "Holidays in Sonoma" campaign could be something we do in a future year.

**Items for Future Agendas -**

- Discuss taking a position on the Hotel Limitation Initiative
- Draft Budget review
- Invite Ice Rink representative to speak at next meeting

**Board Member Comments -**

None

**Set date for next meeting:**

**Thursday, May 9, 2013 at 8:00 am in Mission Room C at the Sonoma Valley Inn**

**Meeting Adjourned**