

**Sonoma Tourism Improvement District**  
**Board of Directors Meeting**  
**Minutes for March 14, 2013**

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

Absent: David Dolquist

Guests: Wendy Peterson

**Public Comment:** None

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

Motion seconded by Dan Parks

Motion Passes Unanimously

**Financial Review**

Dan Parks gave update in David Dolquist's absence. April 15, 2013 TID payment from the City should be able to fully fund the marketing program. We will be in better shape next year when we have a full year of collections. Requested David Dolquist email financial statements to the Board a week prior to our next meeting.

**Marketing Update** - Wendy Peterson

Included a review of March Girlfriends Month campaign, radio, 2013 winery map, print and digital advertising and Bart Station banners. For 2013-2014 suggested Sonoma having a Green Certification would be a good marketing tool. Also discussed Plaza signage, having a kiosk at the Casa Grande Parking Lot and a billboard at Hwys 12 & 121.

**Motion by Bill Blum that in the absence of an approved marketing budget for fiscal year 2013-2014 to authorize Wendy Peterson to negotiate securing the billboard at Hwys 12 & 121 and report on the terms at our next meeting.**

Motion seconded by Byron Jones

Motion Passes Unanimously

**Discussion of Group Marketing – Dan Parks**

Dan asked that the discussion be moved to next month's agenda.

**Discussion of Sonoma Valley Lodging Outside of Sonoma Participating in the Marketing Program** - Norm Krug

**Motion made by Wendy Stewart to authorize the Sonoma Valley Visitors Bureau to negotiate all marketing partnerships as part of their marketing program including lodging partnerships outside the City of Sonoma.**

Motion seconded by Bill Blum

In Favor: Wendy Stewart, Bill Blum, Norm Krug, Dan Parks, Carol Giovanatto

Opposed: Byron Jones

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**Sonoma TID Grant Review - Norm Krug**

**Motion made by Byron Jones to discuss grant request from the Valley of the Moon Certified Farmers Market.**

Motion seconded by Dan Parks; Motion passes unanimously

**Motion by Byron Jones to fund \$2,500 to the Valley of the Moon Certified Farmers Market as it fits with our goal of increasing midweek room nights in the City of Sonoma.**

Motion seconded by Bill Blum; Motion pass unanimously

Bill Blum was directed to develop a post event report to include with the check as outlined in the Promotion and Event Application. A completed post event report is due no later than 60 days following the event.

**Motion made by Norm Krug to discuss grant request from the Sonoma International Film Festival.**

Motion seconded by Bill Blum; Motion passes unanimously

**Motion by Dan Parks to fund \$5,000 to the Sonoma International Film Festival as it fits with our goal of increasing off-season room nights in the City of Sonoma.**

Motion seconded by Bill Blum; Motion pass unanimously

Bill Blum was directed to develop a post event report to include with the check as outlined in the Promotion and Event Application. A completed post event report is due no later than 60 days following the event.

Discussion included providing the SIFF with a dollar amount for any in-kind advertising that will also be done to promote the Festival by the TID.

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

Bill reported he will be meeting with Carol Giovanatto to discuss the idea on March 19 and will report on that discussion at the next meeting.

**March 18 Sonoma City Council Presentation Discussion - Carol Giovanatto**

Substance of what the presentation should include was discussed, and Carol informed the Board that it should be limited to 10 minutes in length. Board authorized Bill Blum and Wendy Peterson to make the presentation.

**Items for Future Agendas -**

- Discussion about group marketing by the Sonoma TID – Dan Parks
- Update on meeting with the City on the Sonoma Ice Rink as part of “Holidays in Sonoma” campaign – Bill Blum

**Board Member Comments -**

Carol Giovanatto - Will provide estimate of income for the next fiscal year to assist in developing the Budget.

**Set date for next meeting:**

**Thursday, April 11, 2013 at 8:00 am in the Bear Flag Room at the Sonoma Valley Inn**

**Meeting Adjourned**