

Sonoma Tourism Improvement District
Board of Directors Meeting
Minutes for August 28, 2012

Present: Dan Parks, Bill Blum, Norm Krug, Linda Kelly, David Dolquist

Absent: Byron Jones, Wendy Stewart

Guests: Wendy Peterson, Carol Giovanatto

Public Comment: None

Motion made by David Dolquist to approve minutes of August 13, 2012

Motion seconded by Dan Parks

In favor: Dan Parks, David Dolquist, Bill Blum, Norm Krug, Linda Kelly

Motion Passes unanimously

Dan Parks reviewed the insurance proposal by North Bay Insurance and said it would be about \$1800 per year. He will discuss any requirements by the City of Sonoma and will bring a final proposal to the next meeting.

David Dolquist went over projected cash flow and how the accounting procedures will be set up with STID bookkeeper Barbara Slatkin. Linda Kelly let the Board know that at the next meeting she will have estimated reimbursement start up costs from the City of Sonoma and Dave Dolquist said he will have STID start up costs from the hotels contributions.

It was suggested by Norm Krug that at the next meeting the Board looks at the possibility of a loan if needed to cover initial marketing expenditures based on cash flow once the reimbursement costs are known.

Linda Kelly let the Board know the City of Sonoma will need documentation to show the STID Corporation is a non-profit and is registered with the Secretary of State prior to disbursement of funds.

Wendy Peterson did a marketing presentation which included a marketing timeline and showed the new Winery Map with Lodging payers listed on the back and the new billboard art on Highway 37

How STID exemptions are handled was discussed and it was agreed that Norm Krug and Dan Parks will meet with the City of Sonoma to review and approve any exemptions with the right to request back up information from the properties if needed. Dan Parks, Byron Jones and Bill Blum agreed to work on an exemption policy to review at the next meeting.

Motion made by David Dolquist to wait on taking on additional marketing partners until the program is more established.

Motion seconded by Dan Parks

In favor: Dan Parks, David Dolquist, Bill Blum, Norm Krug, Linda Kelly

Motion Passes unanimously

Discussion: Norm Krug asked to continue the discussion of taking on additional marketing partners in the future at the next meeting.

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It was suggested item 11, Discuss development of a Special Events Promotion and Grant Program to the next meeting. Wendy Peterson said she would forward a copy of St. Helena's application to the Board prior to the meeting. Dan Parks to work on a draft proposal with guidelines.

Linda Kelly and Carol Giovanatto left the meeting.

Bill Blum gave an update on development of a Sonoma STID logo, a Sonoma page on sonomavalley.com and a Sonoma TID website. All are still in development and another update will be given at the next meeting.

Motion made by David Dolquist that two signatures be required on checks signed by Dan Parks, David Dolquist or Norm Krug.

Motion seconded by Bill Blum

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

Absent: Linda Kelly

Motion Passes unanimously

Set date for next meeting: Thursday, September 13, 2012 at 8:00 am in Mission Room C at the Sonoma Valley Inn

Meeting Adjourned