

Sonoma Tourism Improvement District
Board of Directors Meeting
Minutes for July 12, 2012

Present: Dan Parks, Byron Jones, Dave Dolquist, Bill Blum, Wendy Stewart, Norm Krug

Absent: None

Guests: Wendy Peterson, Christopher Stewart, Holly Bradbury

Public Comment: None

Election of Sonoma TID Officers

Motion made by Wendy Stewart: Elect the following as officers of the Sonoma TID Board - Norm Krug, President; Dan Parks, Vice-President; Bill Blum, Secretary; David Dolquist, Treasurer

Motion seconded by Byron Jones

Motion passes unanimously

Discussion on Sonoma TID questions from payers

Agreed Byron Jones would field calls/questions from B&Bs and vacation rentals, and Bill Blum would field calls/questions from hotels, motels and inns.

Brown Act Training Update

Brown Act Training will be conducted by Attorney Tom Hauser on Tuesday, July 17, 2012 from 3pm to 5 pm in the Bear Flag Room at the Sonoma Valley Inn. Wendy Peterson asked if she could attend and the Board said yes to her request. It was also agreed notice would be given to Linda Kelly at the City of Sonoma should the Sonoma City Council appoint a Board member to the STID.

Approval of Bylaws

Dan Parks gave the following suggested changes to Melanee at Civitas:

Section 7: Add a sentence to define what constitutes a quorum.

Page 2; Section 7B: Change "County of Sonoma" to "City of Sonoma"

Wendy Peterson pointed out that Board members who are unable to attend the meeting can phone in.

Motion made by David Dolquist: Approve the bylaws with Dan Parks suggested changes.

Motion seconded by Dan Parks

Motion passed unanimously

Appointments

Motion made by Wendy Stewart: Continue to use Civitas as the Sonoma TID's Board's counsel for STID related issues and use local attorney Tom Hauser on retainer as needed on a project basis.

Motion seconded by Dan Parks

Motion passes unanimously

Appointments, continued

The Board directed Dan Parks to bring Bob Withrow to the next STID Board meeting to interview as the Board's CPA. The Board also directed Dan Parks to bring in Tony Schmoll from North Bay Insurance who provides insurance to many local non-profit agencies with an insurance proposal for the STID to consider.

Motion made by Bill Blum: Use Exchange Bank as the bank for the STID

Motion seconded by Wendy Stewart

Motion passed unanimously

Consideration of items for future agendas

- * Interview/consider appointment of Bob Withrow as the STID's Accountant
- * Consider the appointment of Barbara Slatkin as bookkeeper after meeting with Bob Withrow
- * Interview/ consider appointment of Tony Schmoll as Insurance Agent for the STID
- * Dan Parks and Bill Blum to meet with Wendy Peterson and Tom Hauser to draft a contract for services with the Sonoma Valley Visitors Bureau to review at the next Board meeting.
- * David Dolquist to present an analysis of cash flow, start up costs and budget projections * Resolution to set up bank account at Exchange Bank
- * Discuss and take possible action on a procedure for taking on marketing partners
- * Explore options of a loan to cover STID costs prior to funds being received from City collections
- * Bill Blum and Byron Jones to give a website update and present a FAQ page for the website

Set date for next meeting: August 13, 2012 at 8:30 am at The Lodge at Sonoma

Meeting Adjourned