

## **Sonoma Tourism Improvement District**

### **Board of Directors Meeting**

**Minutes for April 21, 2016**

Present: Norm Krug, Wendy Stewart, Byron Jones, Bill Blum, Dan Parks, Melody Lanthorn-Gale,

Gay Johann (alternate) Absent: Carol Giovanatto

Guests: Jonny Westom, Kaala Stewart

#### **Public Comment - None**

#### **Motion made by Wendy Stewart to approve minutes of March 10, 2016**

Motion seconded by Melody Lanthorn-Gale. Motion Passes unanimously.

#### **Financial Update - Dan Parks**

The full amount budgeted for the SVVB marketing program for FY 2015/16 of \$525,000 has been given to the Visitors Bureau. Total TID collections for FY 2015/16 are up 6% and were up 8% the year before. As occupancy and rate continue to go up we could see smaller annual increases in future years until any new inventory comes online. The account balance at the end of the fiscal year is \$435,000. The TID just received the check for the months of January, February and March from the City in the amount of \$142,000. The proposed TID Budget will be reviewed at the next meeting.

**Motion made to Wendy Stewart to accept the TID audit done by Jones & Perry for the Fiscal Year ending June 30, 2015** Motion seconded by Byron Jones. Motion Passes unanimously.

#### **Marketing Update - Jonny Westom**

May 4th is the annual Membership Meeting at Hanna Boys Center and we have 180 rsvs so far. We have wrapped up the 2015/16 Marketing Campaign with the exception of the online campaigns. The results of the online campaign have been great with an 8% click-thru rate which is 4 times the national average. The City has added a tour bus drop off location on the horseshoe to alleviate busses dropping off people around the Plaza. We are averaging 22,000 individual visits to the website each month. Our new responsive website will be ready to launch at the end of June. 41% of all searches on the Visitors Bureau website are now done on mobile devices which is why the new responsive website will be so great. Sonoma County has provided a grant to assist with the development of an interactive map for the website that will include the Springs, Glen Ellen, Kenwood, Sonoma and Carneros. A media plan has been developed and will be presented at the next meeting. We have hired a new Operations Manager - Jose Luciano who will bring a tremendous amount of experience to the position.

#### **Discussion of proposed changes to Grant Program - Jonny Westom**

The idea of not actually providing funds to recipients, but providing marketing services for them to promote the event was discussed. The Board was not comfortable moving 100% in this direction and felt that a compromise where some funds were provided along with SVVB marketing support was a better solution. It was also agreed that a set period for all grant applications should be developed and past recipients should be made aware of this. A revised proposal will be presented at the next TID meeting for review.

**Sonoma TID Minutes of April 21, 2016 continued on next page**

**Sonoma TID Minutes of April 21, 2106 continued**

**Update on Downtown Design Study - Carol Giovanatto**

Postponed until future meeting in Carol's absence

**Consideration of Items for Future Agendas**

Proposed TID Budget - Dan Parks

SVVB Marketing Plan Review - Jonny Westom

Review / Discussion of proposed TID Grant Program changes - Jonny Westom/Bill Blum

Holidays in Sonoma discussion including lighting plan and ice rink

**Board Member Comments**

Byron Jones - Bungalows 313 joined the SVVB and became a member of the Sonoma Valley B&B Association. Sonoma's Best has been sold and went to Tasca Tasca and it was very good

**Set date for next meeting: Thursday, May 12, 2016 at 8 AM at Best Western Sonoma Valley Inn**