

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for January 5, 2017

Present: Norm Krug, Carol Giovanatto, Bill Blum, Melody Lanthorn-Gale, Kaala Stewart (alternate)

Absent: Dan Parks, Zac Weinberg, Wendy Stewart Guests: Jonny Westom, Cathy Capriola

Call to Order; Roll call - Norm Krug

Public Comment -

Norm congratulated Carol Giovanatto on her years of service on the TID Board and for the outstanding work she has done as our Sonoma Coty Manager.

Motion made by Carol Giovanatto to approve minutes of December 15, 2016

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

Financial Update - Postponed in Dan Parks absence

Discussion on working together with the City and Local Community on Balancing Tourism and Quality of Life in Sonoma - Norm Krug

A preliminary discussion took place and an action plan is being worked on to move forward in a positive way. The Board will continue the discussion at next our meeting.

Marketing Report / Group Marketing Discussion - Jonny Westom

Web stats continue to grow and are showing a nice increase year over year. The Holiday Lights will continue until January 16th. The January Sonoma Valley Delicious campaign is up and running and has more than 40 offers from members.

Consideration of Items for Future Agenda - Norm Krug

Continue discussion of how to work together with the City and residents of Sonoma in balancing tourism and quality of life.

Board Member Comments - None

Meeting adjournment. Set date for next meeting: Thursday, February 9, 2017 at 8 AM at Best Western Sonoma Valley Inn