

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for December 15, 2016

Present: Norm Krug, Bill Blum, Zac Weinberg, Melody Lanthorn-Gale, Carol Giovanatto, Dan Parks

Absent: Wendy Stewart, Melody Lanthorn-Gale Guests: Jonny Westom, Cathy Capriola

Call to Order; Roll call - Norm Krug

Public Comment -

Carol introduced Cathy Capriola as the new City Manager who will be replacing her next month, and Cathy shared some of her background and experience with the Board.

Motion made by Dan Parks to approve minutes of November 9, 2016

Motion seconded by Zac Weinberg. Motion Passes unanimously.

Financial Update - Dan Parks

Dan reviewed the TID collection process with Cathy Capriola. We are anticipating an increase of over 5% in TID collections for calendar year 2016. Bill and Zac brought up the motion that was passed at a prior meeting requesting a breakdown by lodging type so the TID can better gauge the success of its efforts with hotels, B&Bs and vacations rentals, and posting of a list of registered vacation rentals on the Sonoma City website as Carol was absent from that meeting.

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

The Sonoma TID will work together with the Sonoma Valley Visitors Bureau and also with our City Council and new City Manager to develop a plan to help promote the benefits of tourism. The Board will continue the discussion at next our meeting.

Marketing Report / Group Marketing Discussion - Jonny Westom

The SVVB's off-season campaign is designed to inspire people to come to the destination through print, social media, radio and television. The television commercials are running and a lot of positive feedback has been received about them. The Holidays in Sonoma campaign is currently running. The new website continues to be tweaked and improved and it had more than 16,000 unique visits this year.

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, January 5, 2017 at 8 AM at Best Western Sonoma Valley Inn