

Sonoma Tourism Improvement District

Notice of Meeting and Agenda

Wednesday, November 9, 2016 – 8:00 AM

Best Western Sonoma Valley Inn, Mission Room C

550 Second Street West, Sonoma, CA 95476

- 1. CALL TO ORDER; ROLL CALL – Norm Krug 8:00 AM**
- 2. PUBLIC COMMENT: At this time, members of the public may comment on any item not appearing on the agenda. Please limit individual comments to three minutes.**
- 3. APPROVAL OF MINUTES – October 13, 2016 – Norm Krug 8:05 AM**
- 4. FINANCIAL UPDATE AND DISCUSSION ON RESERVE POLICY - DAN PARKS 8:10 AM**
- 5. MARKETING REPORT / GROUP INCENTIVE PROGRAM / FAM TRIP DISCUSSION - JONNY WESTOM 8:20AM**
- 6. BRAND CULTURIZATION FUNDING REQUEST – JONNY WESTOM 8:30 AM**
- 7. BOARD REPLACEMENT FOR BYRON JONES - NORM KRUG 8:40 AM**
- 8. CONSIDERATION OF ITEMS FOR FUTURE AGENDAS - NORM KRUG - 8:45 AM**
- 9. BOARD MEMBER COMMENTS (3 MINUTES EACH) 7:50 AM**
- 10. ADJOURNMENT - 9:00 AM**

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Norman Krug at 707 938-9200. Notification 48-hours before the meeting will enable the Sonoma TID to make reasonable arrangements to ensure accessibility to this meeting.