

## **Sonoma Tourism Improvement District**

### **Board of Directors Meeting**

**Minutes for October 13, 2016**

Present: Norm Krug, Byron Jones, Wendy Stewart, Bill Blum, Wendy Stewart Stewart, , Zac Weinberg, Melody Lanthorn-Gale Absent: Carol Giovanatto, Dan Parks  
Guests: Jonny Westom, Kaala Stewart, John Tamiazzo, Kala Stein

**Call to Order; Roll call - Norm Krug**

**Public Comment – None**

**Motion made by Wendy Stewart to approve minutes of September 8, 2016**

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

**Sonoma Community Center Grant Presentation by John Tamiazzo and Kala Stein**

Talked about Trashion Fashion week and Destination Ceramics Workshop Series

**Financial Update - Dan Parks**

Bill Blum gave report in Dan's absence. Reserve policy to be discussed at next meeting.

**Marketing Update - Jonny Westom**

Discussed Brand Strategy and Launch event on October 27 at Sebastiani Theatre including new creative. Will begin presenting a website performance report as part of our coming updated and improved board reports.

**Grant application review and Possible Funding for Sonoma Community Center (2 requests - Fashion Trashion Week and Destination Ceramics Series), Sonoma Valley Museum of Art Winter Programs and Sonoma Int'l Seminars -Norm Krug**

**Motion made by Wendy Stewart to Grant \$7000 for Trashion Fashion Week and \$3000 for the Destination Ceramics Series, \$5,000 for the SVMA Winter Programs and to not fund the Sonoma Int'l Seminars request. Motion seconded by Byron Jones. Motion passes unanimously.**

**Discussion of including TID payers on City of Sonoma Website - Norm Krug**

**Motion made by Byron Jones to request the City of Sonoma include Sonoma TID payers on the TID page of the City's website, and include a breakdown by lodging type from the City with our quarterly payment to help identify our success in marketing all lodging types (Hotels, B&Bs, Vacation Rentals) and the contribution from each segment. Motion seconded by Wendy Stewart. Motion passes unanimously.**

**Consideration of Items for Future Agenda Norm Krug**

Brand Culturization Funding Request

Group Marketing Discussion - Fam Trips, Incentive Program

**Board Member Comments - None**

**Meeting adjournment. Set date for next meeting: [Wednesday, November 9, 2016 at 8 AM at Best Western Sonoma Valley Inn](#)**