

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for August 11, 2016

Present: Norm Krug, Bill Blum, Melody Lanthorn-Gale, Carol Giovanatto

Absent: Wendy Stewart, Byron Jones, Dan Parks

Guests: Jonny Westom, Zac Weinberg

Public Comment - None

Motion made by Carol Giovanatto to approve minutes of July 14, 2016

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

Financial Update - Bill Blum

Dan Parks is on vacation. The TID received a check from the City for \$128,179.91.

Marketing Update - Jonny Westom / Bill Blum

Currently working with Destination Strategies and our advertising agency in preparation for our fall/winter campaign that begins in November. New photography and video came out really well. Permit was received for Plaza lighting event on November 12.

TID Payer Reception/B&B Communication Ideas - Jonny Westom

TID Payer/B&B Association reception will be on October 25th from 6-7:30 pm at Pangloss Winery.

TID Annual Report to the City - Jonny Westom

Annual report to the City will be presented to the City Council on Monday, August 15th.

Update on Holiday Lighting - Jonny Westom

City has received insurance certificate and permit was received for Plaza lighting event on November 12.

Consideration of Items for Future Agendas

Holidays in Sonoma Update - Jonny Westom

TID Grant Requests Review - Norm Krug

TID Annual Report to the City Update - Jonny Westom

Board Member Comments - None

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