

**Sonoma Tourism Improvement District
Board of Directors Meeting**

Minutes for March 9, 2017

Present: Norm Krug, Melody Lanthorn-Gale, Bill Blum, Zac Weinberg, Dan Parks,
Kaala Stewart (alternate), Cathy Capriola
Absent: Wendy Stewart, Guests: Jonny Westom

Call to Order; Roll call - Norm Krug

Public Comment - None

Approval of Minutes of February 9, 2017 - Norm Krug

**Motion made by Norm Krug to approve the minutes. Motion seconded by Melody Lanthorn Gale.
Motion passes unanimously.**

Financial Update - Dan Parks

TID revenues for FY 2016-17 will be flat or up slightly when compared to the prior year. The Lodge at Sonoma renovation and the heavy winter rains will have an impact on first quarter occupancy and TOT and TID revenues.

Marketing Report – Group Marketing – Bill Blum and Melody Lanthorn Gale

Lots of good comments have been received about the television commercials which have been running. The marketing campaign will continue through March with a Film Festival push at the end of the month. MPINCC trade show is in SF today and Jonny is there representing the destination along with the sales teams from Sonoma's group hotels. The Wine & Brews Fest in Palm Springs was very successful with a great turnout, and the Luxury Meetings Summit in San Diego produced some nice group leads.

Consideration of Items for Future Agenda - Norm Krug

By-Laws / Agreements Review

Discussion of Grant Program and potential opportunities

Board Member Comments

Cathy Capriola – Suggests using Dropbox as a way to share TID information such as minutes, agendas, agreements, etc. with the Board

Meeting adjournment. Set date for next meeting: **Thursday, April 13, 2017 at 8 AM at Best Western Sonoma Valley Inn**