

Sonoma Tourism Improvement District Board of Directors Meeting

Minutes for April 13, 2017

Present: Norm Krug, Melody Lanthorn-Gale, Bill Blum, Zac Weinberg, Dan Parks, Cathy Capriola

Absent: Kaala Stewart

Guests: Jonny Westom, David & Ginny Freeman, Byron Jones, Tayna Tompkins, Louise Gilbert

Call to Order; Roll call - Norm Krug

Public Comment – Jonny Westom

Wanted to let the Board know the Ken Fischang the ED at Sonoma County Tourism had his email hacked and he did not resign from his position.

Approval of Minutes of March 9, 2017 - Norm Krug

Motion made by Cathy Capriola to approve the minutes. Motion seconded by Zac Weinberg. Motion passes unanimously.

Sonoma Valley Authors' Festival Presentation – David and Ginny Freeman

David and Ginny gave an overview of the Festival planned for May 4-6, 2018. The goal would be to bring 25 authors from around the world to Sonoma to talk about how they write. There would be a high school program on Friday. The goal is for 500 attendees and the event would be at Hanna Boys Center. Similar events are already in place in Sun Valley, Rancho Mirage and Pebble Beach. No grant funding was requested at this time.

Valley of the Moon Music Festival Presentation – Tayna Tomkins

The Festival was founded in 2014 and will be held over 2 weeks this summer. They will also be performing at the Green Music Center and at private homes. The concerts feature chamber music with a historical perspective from Beethoven to Brahms. They also have an apprentice program and partner with six wineries for the event. This year's theme will be Schumann's World. No grant funding was requested at this time.

Resignation of Wendy Stewart from the TID Board – Bill Blum

Bill Blum read a letter from Wendy Stewart announcing her resignation from the Board and suggested her daughter Kaala Stewart who manages the El Pueblo and has served as an alternate on the TID Board as her replacement.

Motion made by Bill Blum to nominate Kaala Stewart to replace Wendy Stewart on the Board of the Sonoma Tourism District. Motion seconded by Melody Lanthorn-Gale. Motion passes unanimously.

Financial Update - Dan Parks

Collections for the Fiscal Year are down 2% primarily due to the Lodge at Sonoma's room renovation and the wet winter. Will end the FY with \$430,000 to help fund the upcoming winter marketing program. SVVB has been fully funded for FY 2016-17.

Marketing Report – Group Marketing – Jonny Westom

The SF Travel Guide is out which features a fold-out Sonoma Valley Winery map. The Visitors Bureau will be doing its annual meeting during National Tourism Week May 8-11 along with other activities. Duane Knapp will be back out to do a Member training on the 8th, the annual meeting will be on the 9th, a celebration of Civil Servants will be on the 10th and Media Day at the Lodge on the 11th. The Visitors Bureau will offering a complimentary "Enjoy Life" card to locals which will be good for special offers and discounts at local businesses. New billboards are up in 10 locations in San Francisco.

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TID Grant Application and Process Discussion – Jonny Westom

Discussed including Heritage Event funding as part of the TID Grant funding. Heritage Events would include long standing events with at least a 25 year history in Sonoma. Events would need to be identified and a specific dollar amount included in the budget. Further discussion and possible action will continue at the next TID meeting.

TID Grant Application for Signature Sonoma Valley – Bill Blum

The Grant Application for Signature Sonoma Valley was presented to the Board.

Motion made by Bill Blum to provide grant funding for Signature Sonoma Valley in the amount of \$5,000. Motion seconded by Cathy Capriola.

Yes votes – Bill Blum

No Votes – Norman Krug, Melody Lanthorn-Gale, Cathy Capriola, Zac Weinberg

Absent – Dan Parks, Kaala Stewart

Motion does not pass 4-1

TID Website / Email Discussion – Postponed until next meeting due to time

Consideration of Items for Future Agenda - Norm Krug

Discussion and possible action to include Heritage Events as part of TID Grant Funding

FY 2017/18 Draft Budget Review

TID Website / Email Discussion

Board Member Comments - None

Meeting adjournment. Set date for next meeting: Thursday, May 11, 2017 at 8 AM at Best Western Sonoma Valley Inn