

# SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MEETING AND AGENDA  
BOARD OF DIRECTORS SPECIAL MEETING  
Thursday, October 26, 2017 8:00 a.m.  
BEST WESTERN SONOMA VALLEY INN, MISSION ROOM C  
550 Second Street West, Sonoma, CA 95476  
Thursday, September 14, 2017 8:00 a.m.

**Call to Order/Introductions:**

Norman Krug

**Public Comment:**

*Public comment for ALL items on or not otherwise on the Agenda.  
Please limit individual comments to three minutes*

Norman Krug

**Consent Items:**

Norman Krug

- 1) None

**Information Items:**

Norman Krug

- 1) **Marketing Update:**  
*Review of SVVB and SCT's Strategic Plans in response to the fires.*
- 2) **City of Sonoma Update:**

Jonny Westom

Cathy Capriola

**Action Items:**

- 1) **Consideration of Use of Emergency Funds:**  
*Discussion and possible action on the use of \$100,000 in emergency funds due to the impact of the fires in Sonoma.*

Norman Krug

**Board Member Comments:**

*Board members are allocated three (3) minutes each to comment.*

**Adjournment of Board Meeting:**

Norman Krug

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Brown Act: Government Code §54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Norman Krug at (707) 938-9200 at least 48 hours prior to the meeting.