

SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MEETING AND AGENDA
BOARD OF DIRECTORS REGULAR MEETING
BEST WESTERN SONOMA VALLEY INN, MISSION ROOM C
550 Second Street West, Sonoma, CA 95476
Thursday, December 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) **Presentation:**
Fred Allebach and Tom Conlon – 10 minutes
- 2) **Financial Update:**
Review of Financials
- 3) **Marketing Update:**
Review of Media Plan; Update on Activity

Norman Krug

Dan Parks

Jonny Westom

Action Items:

- 1) **Approval of Minutes:**
September 14, October 26 and October 30, 2017 STID meeting minutes will be reviewed, discussed, and considered for approval. The November 9, 2017 meeting was cancelled due to lack of a quorum.
- 2) **Research Study:**
Proposed research study will be reviewed, discussed, and considered for approval.
- 3) **Consideration of Items for Future Agendas:**
Items for future agendas will be discussed and considered for approval.

Norman Krug

Jonny Westom

Norman Krug

Board Member Comments:

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

Adjournment of Board Meeting:

Norman Krug

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.