

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

Minutes for October 30, 2017

Present: Norm Krug, Bill Blum, Kaala Stewart, Zac Weinberg, Cathy Capriola, Dan Parks

Absent: Kaala Stewart

Guests: Jonny Westom, David Cook

Call to Order/Roll Call/Introductions – Norm Krug

Public Comment – None

Consent Items - None

Information Items -

Review Crisis Recovery Creative Campaign – Jonny Westom

Jonny reviewed the proposed crisis recovery campaign which was a mix of television, print, online and social media advertising and public relations.

Action Items – Consideration and possible approval of Crisis Recovery Creative Campaign – Norm Krug

Motion by Dan Parks to approve the campaign as presented and to use your best efforts to use the funds for marketing over the next 45 days. Motion seconded by Zac Weinberg.

In Favor: Norm Krug, Dan Parks, Zac Weinberg, Bill Blum

Abstain: Cathy Capriola

Motion Passes

Consideration of Items for Future Agenda – Bill Blum

Schedule another special meeting on October 30, 2017 to review marketing campaign for consideration and possible approval.

Board Member Comments - None

Meeting adjournment. Set date for next meeting:

Thursday, October 30, 2017 at 8 AM at the Best Western Sonoma Valley Inn, Mission Room C