

Sonoma Tourism Improvement District Special Board of Directors Meeting

Minutes for October 26, 2017

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

Guests: Jonny Westom, Rachel Hundley, David Cook

Call to Order/Roll Call/Introductions – Norm Krug

Public Comment – None

Consent Items - None

Information Items -

Marketing Update on SVVB Strategic Plans in response to the fires – Jonny Westom

Built out new website sonomavalley.com/fire with links to Nixle, Cal Fire, etc. Partnered with the SF Hotel Council to provide rooms in San Francisco at special rates for evacuees and people who lost their homes and more than 800 room nights were sold. The tourism bureaus from Sonoma County, Sonoma Valley, Napa Valley and Mendocino all met to discuss crisis management. The SVVB worked diligently to debunk any erroneous stories related to the fires by contacting the press directly and sending out press releases with accurate information. Benziger winery opened yesterday and Chateau St. Jean is scheduled to open on November 1. SVVB coordinated a task force meeting to develop a response plan with the SVGA, SV Chamber of Commerce and the City Manager. The following day SVVB held a community meeting with Congressman Thompson's office, Supervisor Susan Gorin's office and community members represented. Developing a commercial which interviews local businesses and their connection to the fire. Proposed media plan presented.

Update on Sonoma County Tourism in response to the fires – Dan Parks

Sonoma County Tourism is developing a marketing plan as well. Other parts of the County are not in the same situation as the City of Sonoma with many people displaced and 6-7,000 homes gone. Nearly 200 doctors lost homes, and two hotels were lost.

Action Items – Consideration of use of Emergency Funds – Norm Krug

Motion by Dan Parks to authorize use of spending \$100,000 in Emergency Funds for the marketing campaign as presented. Motion seconded by Bill Blum.

Motion passes unanimously

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