

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for September 14, 2017

Present: Norm Krug, Bill Blum, Zac Weinberg, Dan Parks

Absent: Cathy Capriola, Kaala Stewart, Melody Lanthorn Gale

Guests: Jonny Westom, Julie Morrison

Call to Order; Roll Call; Introductions – Norm Krug

Public Comment –

Fred Allebach – Discussed thoughts on “triple bottom line” and “sustainable tourism” and endorsed considering using unions at local hotels and restaurants.

Bob McDonald – Owns the Sonoma Farmhouse and wanted to remind the Board that Government employees don't have to pay TOT or TID taxes.

Information Items:

Presentation by Julie Morrison – Sonoma Valley: Voices from the Past

Developing a film on Sonoma Valley from the Native Americans to the beginning of the wine industry. The film is done in a Ken Burns style, and she worked with local historian Bob Parmalee on the film.

Financial Update – Dan Parks

Current balance of the TID account is \$145,000 and we have made our contribution to the SVVB Marketing Fund.

Marketing Update – Jonny Westom

Retained Michelle Kelly to do Destination Sales. She has been in food and hospitality for 27 years and has worked with the Marin CVB and Sonoma Mission Inn, and now works with Ramekins and Cornerstone. The SVVB has placed media for their FY 2017-18 marketing plan with includes television commercials in the Bay Area and Southern California and billboards in the Bay Area. More people are now visiting the website on mobile than on computers. Both the number of visitors to the visitor centers and the website are up this year. Google analytics shows most traffic to the website is direct which means our marketing is working. San Francisco residents are the #1 visitors to the website. We have a new PR firm, B Public Relations, who we did a fam tour with last week. Facebook page is up to almost 40,000 likes. Went to the CSEC to present the lighting of the Plaza and November 18 was approved. This year will have the addition of two food trucks and a beer and wine garden by the Native Sons. Working on a toy drive for the holidays.

Action Items:

Approval of Minutes of August 10, 2017 – Norm Krug

**Motion made by Zac Weinberg to approve the minutes. Motion seconded by Dan Parks.
Motion passes unanimously.**

Review Draft Heritage and Community Event Agreement and Policy – Bill Blum

Postponed until a future meeting when the draft has been completed.

Grant Application Review – Bill Blum

FY 2017-18 Sonoma TID grant applications were reviewed and discussed.

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Motion Made by Bill Blum to Approve Sonoma TID Grants in the Following Amounts:

Community Grants

Sonoma International Film Festival - \$10,000

Sonoma Valley Vintners & Growers Signature Sonoma Valley - \$2500

Sonoma Community Center Trashion Fashion Week - \$7000

Sonoma Community Center Winter Art Destination Workshop - \$3000

Sonoma Valley Museum of Art Libros de Aristas & Jack London Photography - \$5000

Transcendence Theatre Company 2018 Season - \$7500

BR Cohn Extra Virgin Olive Oil Festival – 0

Sonoma Valley: Voices from the Past Documentary – 0

Sonoma Sister Cities Association Global Healthcare Technology Conference – 0

Heritage Events

Valley of the Moon Vintage Festival - \$10,000

Sonoma Valley Firefighters Association, 4th of July Parade and Fireworks - \$10,000

Total - \$55,000

Motion Seconded by Dan Parks

Motion Passed Unanimously

Consideration of Items for Future Agenda – Norm Krug

Presentation by Fred Allebach

Review of Research Study Goals – Jonny Westom

Board Member Comments - None

Meeting adjournment. Set date for next meeting:

Thursday, November 9, 2017 from 8 AM to 11 am at Best Western Sonoma Valley Inn, Mission Room C