

Sonoma Tourism Improvement District

Board of Directors Meeting

Minutes for January 18, 2018

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

Absent: Dan Parks

Guests: Gary Saperstein, Brian Montenez

Call to Order/Roll Call/Introductions – Norm Krug

Public Comment – None

Consent Items - None

Information Items -

Financial Update – Bill Blum

We currently have about \$200,000 in the bank and should be receiving the next TID check from the City any day now. In the savings mode now to fund the off-season campaign that will begin this Fall.

Marketing Update – Gary Saperstein

Reviewed details of the Fire Recovery Media Plan that the TID funded for \$100,00 that included print, radio, cable television, Travelzoo, 26 billboards in SF and online advertising.

Action Items –

Approval of Minutes

Motion by Zac Weinberg to approve minutes of December 14, 2017.

Motion seconded by Cathy Capriola. Motion passes unanimously

Research Study – Gary Saperstein

Gary reviewed the merits of the Sonoma Valley Research Study proposal for consideration and possible approval, and added that it could also provide separate research information for the City of Sonoma as well. Report is \$22,500 Adding a housing element would be at an \$15,000 additional cost.

Motion by Bill Blum to accept to proposal as presented at a cost of \$22,500 with \$12,500 paid by the TID and \$10,000 paid by the Sonoma Valley Visitors Bureau.

Motion seconded by Zac Weinberg. Motion passes unanimously.

Consideration and Possible Approval of a New Board Member Brian Montenez, Hotel Manager at the El Dorado Hotel to Replace Melody Lanthorn-Gale – Norm Krug

Brian gave a brief introduction about his experience in the hotel industry. Currently the Hotel Manager at the El Dorado Hotel, and has also worked at the Inn at Sonoma and Kenwood Inn in Sonoma Valley. Brian is the Vice President of the Sonoma County Lodging Association.

Motion by Zac Weinberg to approve Brian Montenez as a new Board Member of the Sonoma TID replacing Melody Lanthorn-Gale.

Motion seconded by Cathy Capriola. Motion passes unanimously

Consideration of Items for Future Agendas – Norm Krug

Add a City of Sonoma update from Cathy Capriola and a Sonoma County Lodging Association update from Brian Montenez to Information Items each month.

Give a brief history / orientation of the TID for new Board members; provide Brown Act Training Review Grant request from the Lodge at Sonoma

Board Member Comments -

Cathy Capriola informed the Board that Mayor Madolyn Agrimonti will be the new City of Sonoma representative on the TID Board effective immediately and City Manager Cathy Capriola will serve as an alternate.

Meeting adjournment. Set date for next meeting:

Thursday, February 8, 2018 at 8 AM at the Barn at MacArthur Place, Stetson Boardroom