

# SONOMA TOURISM IMPROVEMENT DISTRICT

NOTICE OF SONOMA TID MEETING AND AGENDA  
BOARD OF DIRECTORS REGULAR MEETING  
Sonoma Valley Inn, Mission Room C  
550 Second Street West, Sonoma, CA 95476  
Thursday, April 19, 2018 8:00 a.m. – 9:30 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) **Financial Update:**

*Review of Financials; Discussion of building back the \$100,000 emergency reserve;  
Annual budget review at May meeting*

Dan Parks

- 2) **Marketing Update:**

*Review of Media Plan; Update on Activity; Review off-season results*

Gary Saperstein

- 3) **City of Sonoma Update**

Cathy Capriola

- 4) **Sonoma County Lodging Association Update**

Brian Montenez

## Possible Action and Announcements:

- 1) **Sonoma Ecology Center (Sustainable Sonoma):**

*Discussion and review of Sustainable Sonoma study session and request to meet with TID.*

Gary Saperstein

## Action Items:

- 1) **Approval of Minutes:**

*The March 8, 2018 STID meeting minutes will be reviewed, discussed, and considered for approval.*

Norman Krug

- 2) **Election of Officers:**

*Discussion and possible action on election of officers following Bill Blum's resignation*

Norman Krug

- 3) **Consideration of Items for Future Agendas:**

*Items for future agendas will be discussed and considered for approval.*

Norman Krug

## Board Member Comments:

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

## Adjournment of Board Meeting:

Norman Krug

## Next Meeting: May 10<sup>th</sup> at 8:00 am

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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.