

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

Minutes for March 8, 2018

Present: Norm Krug , Bill Blum, Zac Weinberg, Brian Montenez, Madolyn Agrimonti

Absent: Kaala Stewart

Guests: Cathy Capriola, Ruben Cambero

Call to Order/Roll Call/Introductions – Norm Krug

Public Comment

Ruben Cambero introduced himself to the Board. Originally from Spain, father of 2, parents were also in the hospitality business, moved to the US to manage a historic property and then to Texas to manage a small inn with the only Forbes 5 Star restaurant in Texas.

Consent Items - None

Information Items -

Financial Update – Dan Parks

The TID collected \$226,000 this year for October, November and December compared to \$217,000 the prior year and \$231,000 the year before that. The City probably had a \$250,000 in TOT due the fires over what the City projects it would have had during this period. The TID is collecting money now to the fund the winter campaign.

Marketing Update – Bill Blum

In Gary's absence, Bill Blum reviewed the 2017-2018 media plan and February results.

City of Sonoma Update – Cathy Capriola

TOT increase is being considered for the November ballot. Cannabis community outreach will take place in March and April. Tasting Rooms also back on the agenda with a stakeholder meeting planned and will come back to the council. Water rate study being done. New public art display in the Plaza planned for June-September. City Budget needs to be approved in June.

Sonoma County Lodging Association Update – Brian Montenez

Had a meeting on February 26 and are opening the organization to attractions and restaurants, but not wineries as they are already well represented. Doing bi-monthly networking events and encourage TID Board to attend. Next meeting is at the Astro Motel in Santa Rosa from 5-6:30 pm. April seminar on google analytics.

Possible Action and Announcements

Announcement

Bill Blum announces his resignation from the Board effective immediately following the Sonoma TID meeting of March 8, 2018.

Motion by Dan Parks to approve Ruben Cambero as a TID Board member effective following the meeting of March 8, 2018. Motion seconded by Zac Weinberg.

Motion passes unanimously

Action Items –

Approval of Minutes

Motion by Brian Montenez to approve minutes of March 8, 2018.

Motion seconded by Bill Blum. Motion passes.

SONOMA TID MINUTES 3/8/18 CONTINUED – page 2

Consideration of Items for Future Agendas – Norm Krug

Discussion of building back an emergency reserve of \$100,000 after spending it due to the fires.
Do election of officers.

Board Member Comments – Madolyn Agrimonti

The history of Sonoma is important. Looking at partnering with the Historic sites for marketing and promotion.

Meeting adjournment. Set date for next meeting:

Thursday, April 19, 2018 at 8 AM at the Best Western Sonoma Valley Inn, Mission Room C