

# 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, September 13, 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*

Dan Parks

- 2) **Marketing Update:**

*Welcome & Introduction*

*Review of Media Plan; Update on Activity*

*Request that SVVB work on creating an off-season event(s)*

*Tourism Economic Impact Study: Follow up as needed*

Tim Zahner

Norm Krug

Norm Krug

- 3) **City of Sonoma Update**

Cathy Capriola

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

Brian Montenez

**Action Items:**

- 1) **Approval of Minutes:**

*The August 9, 2018 STID meeting minutes will be reviewed, discussed, and considered for approval.*

Norman Krug

- 2) **Grant Application review:**

*Grant applications will be reviewed, discussed and considered for approval.*

Zac Weinberg

- 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: October 11th 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.