

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, October 11, 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

Conference Call:

*Tourism Economic Impact Study follow up with Zachary Sears (8:15 am)
Q&A, identify next steps and schedule review with City Council*

Tim Zahner

Consent Items:

- 1) None

Norman Krug

Information Items:

- 1) **Financial Update:**
Review of Financials
- 2) **Marketing Update:**
*Review of Media Plan; Update on Activity
Off-season event update*
- 3) **City of Sonoma Update**
- 4) **Sonoma County Lodging Association Update**

Norman Krug

Dan Parks

Tim Zahner

Cathy Capriola

Brian Montenez

Action Items:

- 1) **Approval of Minutes:**
The September 13, 2018 STID meeting minutes will be reviewed, discussed, and considered for approval.
- 2) **Consideration of Items for Future Agendas:**
Items for future agendas will be discussed and considered for approval.

Norman Krug

Norman Krug

Board Member Comments:

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

Adjournment of Board Meeting:

Norman Krug

Next Meeting: November 8th at 8:00 am

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.