

**Sonoma Tourism Improvement District  
Board of Directors Meeting  
Minutes for September 13th, 2018**

Present: Sue Casey, Norm Krug, Zac Weinberg, Dan Parks, Tim Zahner, Jay Garrett, Brian Montenez

Absent: Madolyn Agrimonti, Cathy Capriola, Ruben Cambero Sedano, Kaala Stewart

**Call to Order/Introductions:**

**Norman Krug**

*Tim Zahner provided background summary including previous work at Sonoma County Tourism. Brief introduction to SVVB, his experience since starting on August 20<sup>th</sup> and immediate goals.*

**Public Comment: None**

**Consent Items: None**

**Information Items:**

**Norman Krug**

1) **Financial Update:**

**Dan Parks**

*Review of Financials. Dan had a meeting with City of Sonoma to discuss collection and distribution policy. No change to collection, but plan on resuming previous schedule and accounting method.*

2) **Marketing Update:**

**Tim Zahner**

*Review of Media Plan and marketing plan. This included a conversation about off-season events and additional sponsorship for the plaza holiday lighting and event. SVVB planning one year fire response plan.*

*Tourism Economic Impact Study: Tim to contact SVVB Board and TID Board to review study and request follow-up questions. He will also contact Zachary Sears to schedule a follow-up call for our October TID meeting. City Council review to follow October meeting.*

3) **City of Sonoma Update**

**Sue Casey**

*Sue Casey presented due to Cathy's absence. TOT will be on November ballot*

4) **Sonoma County Lodging Association Update**

**Brian Montenez**

*Transition to Sonoma County Hospitality Association. Upcoming disaster planning event. Mixer planned for September 20<sup>th</sup>.*

**Action Items:**

1) **Approval of Minutes:**

**Norman Krug**

*The August 9, 2018 STID meeting minutes approved. Motion by Zac Weinberg. Second by Dan Parks. Passed unanimously.*

2) **Grant Application Review:**

**Zac Weinberg**

*Review grant applications and approve funding.*

- *Sonoma International Film Festival: Motion by Dan Parks to provide \$10,000. Second by Brian Montenez. Motion passed unanimously*
- *Sonoma Valley Vintners & Growers: Motion by Zac Weinberg to provide \$2,500. Second by Brian Montenez. Motion passed unanimously*
- *B.R Cohen: Motion by Zac Weinberg to provide \$2,500. Second by Dan Parks. Motion passed unanimously*
- *Sonoma Valley Museum of Art: Motion by Brian Montenez to provide \$2,500. Second by Jay Garrett. Motion passed unanimously*
- *Transcendance Theatre Company: Motion by Zac Weinberg to provide \$5,000. Second by Dan Parks. Motion passed unanimously*

- *Sonoma Chamber of Commerce: Motion by Zac Weinberg to provide \$2,500. Second by Brian Montenez. Motion passed unanimously*
- *Valley of the Moon Vintage Festival: Heritage event with \$10,000 annual contribution.*

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

**Norman Krug**

*Economic Impact Study*

*SVVB off-season events*

**Board Member Comments:**

*Tim Zahner commented that SVBB Board is trying to arrange discussions with City Council candidates*

**Adjournment of Board Meeting:**

**Norman Krug**

*Motion by Brian Montenez. Second by Zac Weinberg. Motion passed unanimously*