

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, December 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; update on collection schedule

Dan Parks

- 2) **Marketing Update:**

Review of Media Plan; Update on Activity

Off-season event update

Tourism Economic Impact Study release follow up

Summary of how TID funding is used by SVVB (departments, programs, etc.)

Tim Zahner

- 3) **City of Sonoma Update**

Sonoma County Transit (Fair Free program) follow-up

Cathy Capriola

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

Brian Montenez

Action Items:

- 1) **Approval of Minutes:**

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

Norman Krug

- 2) **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: January 10th 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.