

**Sonoma Tourism Improvement District
Board of Directors Meeting
Minutes for November 8, 2018**

Present: Zac Weinberg, Dan Parks, Tim Zahner, Brian Montenez, Madolyn Agrimonti, Cathy Capriola,
Kaala Stewart, Jay Garrett
Absent: Norm Krug, Ruben Cambero Sedano

Call to Order/Introductions: **Brian Montenez (Vice-president)**

Public Comment: None

Consent Items: None

Information Items: **Brian Montenez**

1) **Financial Update:**

Dan Parks

Review of Financials. Review collection schedule with new City staff. Discussing monthly collection instead of quarterly. Waiting on past due collection.

2) **Marketing Update:**

Tim Zahner

Review of Media Plan and off-season promotion. SVVB promoting holidays in Sonoma events including: Lighting on the Plaza on November 17, additional music and performances on the plaza, working with Chamber on Small Business Friday and December Art Walk, and Valley of Lights in Glen Ellen, Kenwood and the Springs. Additional planned events include Sonoma Valley Delicious, Martini Madness, Arts in March and Outdoors and Wildflowers in April and May. SVVB to manage events and provide monthly updates to Sonoma TID.

Tim will be releasing the Tourism Economic Impact Study next week. The report reflect the changes requested by the TID Board during October's meeting. Study release to include pitches to local newspapers and radio, email results to SVVB partners and invitations to elected officials to review and discuss findings.

3) **City of Sonoma Update**

Cathy Capriola

Ballot measure for TOT increase passed and will start January 1st. The City is part of discussions with Sonoma County Transit to promote the Fair Free program. Expected expense is \$15,000 for 2019. City Council has the following planned for upcoming meetings: Blue Wing Trust horse ranch purchase, Sonoma gateway review and tasting room ordinance review.

4) **Sonoma County Lodging Association Update**

Brian Montenez

January 1st annual luncheon to include new brand roll out. Recently put on a successful disaster preparation symposium. Networking mixer tonight at the Silk Mill in Petaluma. Educational component looking into hosting a service training program.

Action Items:

1) **Approval of Minutes:**

Brian Montenez

The October 11, 2018 STID meeting minutes approved. Motion by Madolyn Agrimonti. Second by Dan Parks. Passed unanimously.

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

Brian Montenez

Dan Parks: SVVB to provide detail as to how Sonoma TID funds are used

Cathy Capriola: Provide contact details for Brian Alde (Sonoma County Transit) and invite to future Sonoma TID meeting

Board Member Comments: None

Adjournment of Board Meeting:

Brian Montenez