

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

Present: Norm Krug, Zac Weinberg, Dan Parks, Tim Zahner, Brian Montenez, Madolyn Agrimonti, Cathy Capriola, Ryan Kodama (City Finance)

Absent: Ruben Cambero Sedano, Kaala Stewart, Jay Garrett

**Call to Order/Introductions:**

**Norm Krug**

**Public Comment: None**

**Consent Items: None**

**Information Items:**

**Norm Krug**

1) **Financial Update:**

**Dan Parks**

*Review of Financials. Review collection schedule with new City staff. Discussing monthly collection instead of quarterly.*

2) **Marketing Update:**

**Tim Zahner**

*Review SVVB marketing report. Discussed event promotion and upcoming Travel Zoo partnership. SVVB actively promoting Holidays, Sonoma Valley Delicious and Martini Madness. 2019 Visitors Guide ad sales begin January 1<sup>st</sup>. Tim walked the board through a recent strategy session looking at SWOT analysis. Conversation about how SVV used TID marketing funds including review of print, digital and radio advertising.*

3) **City of Sonoma Update**

**Cathy Capriola**

*Upcoming city council discussions include: Planning Department fee structure, Intersection safety study, tasting rooms and minimum wage. Ryan Kodama (City Finance) provided a summary of TOT and TID collections. Cathy discussed the upcoming TOT increase roll out and the City's recent contract with a firm to monitor illegal vacation rentals.*

4) **Sonoma County Lodging Association Update**

**Brian Montenez**

*Re-branding will take place at upcoming meeting. Annual meeting will be held in January, date TBD*

**Action Items:**

1) **Approval of Minutes:**

**Norm Krug**

*The November 8, 2018 STID meeting minutes approved. Motion by Madolyn Agrimonti. Second by Brian Montenez. Passed unanimously.*

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

**Norm Krug**

*Norm Krug suggested that January's meeting be postponed due to board absence (Norm, Dan and Zac). Motion by Dan Parks. Second by Zac Weinberg. Passed unanimously*

**Board Member Comments: None**

**Adjournment of Board Meeting:**

**Norm Krug**

*Motion by Madolyn Agrimonti. Second by Brian Montenez. Passed unanimously*