

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, March 14th 2019 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:

- 1) **Financial update:**
Review of Financials
- 2) **Marketing update:**
*Marketing update and update on Activity
Requested review of SVVB marketing plan and use of TID funding*
- 3) **City of Sonoma update:**
*Update on City activity
City Council affordable housing committee presentation and discussion*
- 4) **Sonoma County Hospitality Association update:**

Dan Parks

Tim Zahner

Cathy Capriola

Amy Harrington

Brian Montenez

Action Items:

- 1) **Approval of Minutes:**
The February 14th, 2019 STID meeting minutes will be reviewed, discussed, and considered for approval.
- 2) **Sonoma TID Board positions:**
*Board confirmation for Amy Harrington and new Stay Sonoma Valley representative (TBD)
Include decision on secretary responsibilities*
- 3) **Consideration of Items for Future Agendas:**
Items for future agendas will be discussed and considered for approval.

Norman Krug

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Board Member Comments:

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

Adjournment of Board Meeting:

Norman Krug

Next Meeting: April 11th 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.