

**Sonoma Tourism Improvement District
Board of Directors Meeting
Minutes for March 14, 2019**

Present: Norm Krug, Dan Parks, Tim Zahner, Brian Montenez, Jay Garrett, Cathy Capriola

Absent: Amy Harrington, Kaala Stewart

Call to Order/Introductions:

Norman Krug

Norman asked for someone to type up minutes as Zac Weinberg has stepped down from TID and his position as secretary when he sold his business. Tim Zahner from SVVB will type up minutes, and work with new secretary of TID, who will be voted on next meeting, for secretary duties.

Norman introduced Wendy Peterson and Byron Jones as members of public as well as TID assessed business owners.

Financial update:

Dan Parks

Review of financials

Marketing update:

Tim Zahner

Tim provided monthly update on marketing activities, including marketing investment by market. Dan Parks asked if we have any direct spend in overseas markets, using London or Korea as examples. Tim reiterated that SVVB concentrates on an area about 50 miles and out from Sonoma, most likely to yield overnight visits, with vast majority of investment in Northern CA (Bay Area and Sacramento), followed by Southern CA and then the cities with direct flights into Sonoma County. National marketing is primarily focused on online media, when potential travelers are targeted via their online “intent to travel” signals, as well as through our national PR agency. We currently don’t make direct, international buys, leaving that to our partnerships with Sonoma County Tourism, SF Travel and Visit California.

City of Sonoma update:

Cathy Capriola

Discussion of City council agenda, items of note include:

4th of July route change will include Spain St.

CASA compact. Process - city has hired a consultant to do a primer for public on housing in CA, then a panel of experts, then a community workshop. Topics of discussion may be financing, land-use, UGB, education and common language to use when addressing

Minimum Wage: Upcoming discussion with Amy Harrington and Logan Harvey as part of a work-group.

PG&E may turn off power (in response to winds and natural conditions) more readily in the future so businesses should be ready with resilience issues. City awaiting maps from PG&E on how different sectors of the city would be affected.

Plaza update – estimate about \$150,000 to replace trash cans with enclosures and proper recycling for new Waste Stream and Recycling Stations. Also, new water features for kids at the playground.

NORMAN – question about illegal vacation rentals in the city limits.

CATHY – Hired a company to find them.

DAN – Is there a relationship with AirBnB, similar to other cities?

CATHY – Unclear. Will clarify, as that policy was written before she was hired.

Cannabis – Direction for two dispensaries, one retail and one delivery only. Only in commercial corridor (along Napa Street towards Highway 12- *check on this*), also looking for light manufacturing (non-extractive) in the manufacturing.

Approval Minutes approval – Jay move, Dan second

Minutes passed

Sonoma TID Board positions:

Norman Krug

Board confirmation for Amy Harrington and new Stay Sonoma Valley representative (TBD)

Include decision on secretary responsibilities

NORM - Put Wendy and Byron to consider memberships; Put Jay Garrett to become secretary.

Motion to place Amy Harrington on the Board as City of Sonoma representative

Dan – moved

Jay -second

Vote was unanimous

3) Consideration of Items for Future Agendas: Norman Krug

Items were mentioned above – Jay Garrett to secretary and consider Wendy and Byron for TID board positions. Will be on next agenda.

Adjournment: Jay Garrett– motion, Cathy Capriola– second. Unanimous vote to adjourn.