

SCT Board of Directors Board Meeting
April 26th, 3:00PM In-Person – Sonoma County Tourism, 400 Aviation Blvd, Suite 500 Santa Rosa, CA

Meeting Minutes-DRAFT

Members: ***Joe Bartolomei, Jennifer Buffo, Thera Buttaro, Brad Calkins, Margaret Grahame, Keo Hornbostel, Monica Hubert, Kirstyne Lange, Kirk Lok, Crista Luedtke, Brian Marchi, Bert Rangel, Edward Roe, Caroline Shaw, Tim Zahner, Michael Trillo, Brandon Mrkvicka.***

Invitees: Ethan Brown, McCall Miller, Kristen Madsen, Bill Arnone, Claudia Vecchio, Todd O'Leary, Lori Angstadt, Kelly Bass Seibel, Jonny Westom, Conrad Braganza, Jessica Quigley (recording secretary), Tracy Koch

Public: None

Absent: ***Edward Roe, Brad Calkins, Caroline Shaw, Crista Luedtke, Jennifer Buffo, Kirk Lok, Michael Trillo***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:02 pm.	N/A	N/A	N/A
Roll Call	<i>Roll call taken for all members</i>	N/A	N/A	N/A
Public Comment	NA	N/A	N/A	N/A
Statement of Abstentions	None	N/A	N/A	N/A
Approval of Consent Items.	Motion: K. Hornbostel. S: J. Bartolomei to approve the consent items as presented. a) Approval of Agenda: April 26, 2023 b) Approval of BOD Minutes: March 22, 2023 c) Acceptance of Committee Minutes: BD Committee November 10, 2022 Community Engagement Committee January 26, 2023 Governance Committee March 1, 2023 <i>Discussion- T. Zahner requests to have approval of Board Meeting Minutes March 22, 2023, removed from vote due to not being able to review with ample time before the</i>	Board Meeting Minutes March 22, 2023, will be included in Consent Items for Board Meeting May 24, 2023.	Staff	5/24/23

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FY23-25 Strategic Plan – Fundamentals – FOR POSSIBLE ACTION	<p>Discussion: Robust discussion was had around the term “sustainable” and what sustainability means to the community and environment. This will need to be considered when conveying the plan to rest of the community and it’s important our board and committee members be able to comment on the diversity of that concept.</p> <p>Additional discussion was had where some felt the plan needs to be more succinct with goals and steps to execute. There was further discussion and explanation reminding that this plan is intended to be a directional piece, and while fostered by SCT and focus groups, the goals and steps to work towards each of the imperatives will undoubtedly be a combined effort of many partners and different industry sectors (utilizing those that are most knowledgeable in each of the appropriate areas). This will help with the collaboration intent of this plan throughout the county.</p> <p>Motion: K. Lange S: K. Hornbostel to approve Master Plan as presented.</p> <p>Ayes –10 Nays – 0, Abstentions – 0</p>	Continued communication of the plan to community	Staff/Board members	Ongoing
		Next drafts to be reviewed next meeting	Staff	May 24 BOD meeting
	C.Vecchio presents strategic plan to Board. Committees will review in May and in June we will have the final review.			
	<p>Because this is a first draft and the teams are still working on their KPI’s and presentation to their committees for input, no action taken at this time.</p>	Contact Tony Pace and let him know approval;	Staff/Board	For May 24 meeting

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Items for POSSIBLE ACTION		extend Oath of Office invitation	Members	
Governance Report	J. Bartolomei presents- last meeting was robust. Board retreat recap resulted in the need for additional Special Governance Meetings to review Roles & Responsibilities of board. Agenda revisions- such as moving talking points to earlier in the meeting and requesting discussion around those. Board Orientation will be offered to new board members as well as existing members who want a refresher.			
Tony Pace – New Board Member	<p>Governance Committee reviewed the application for Tony Pace as a new board member and asked for the approval of the full board.</p> <p>Motion: J. Bartolomei S: K Hornbostel to accept the recommendation by the Governance committee to approve Tony Pace as new Board Member.</p> <p>Ayes –10 Nays – 0, Abstentions – 0</p> <p>Discussion was asked to be considered for future agendas (specifically starting at Governance) to discuss adding a Visitors Centers chair to the SCT board. This comes from requests from the visitors centers meetings, especially as the potential shift of funding of the visitors centers shifts from the EDB to SCT.</p>	Schedule first vacation rental committee meeting	Staff	ASAP
Vacation Rental Committee Appointees	Applications for the Vacation Rental Committee Volunteer Appointments were presented and reviewed and asked for approval from the full board.			

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	<p>Vacation Rental Committee applicants: T. Buttaro- Chair E. DeProto D. Gudino J. Kingsley D. Martinez T. Tanga B. Whitworth</p> <p>Discussion: Discussion around making sure there is diversity amongst this committee. Reminder that committee members can only be people who pay into TOT and have a vested interest.</p> <p>Motion: K Hornbostel S: B Mrkvicka to approve Vacation Rental Committee Volunteer Appointments as presented:</p> <p>Ayes –10 Nays – 0, Abstentions – 0</p>			
What's New and Noteworthy?	<p>T. Buttaro- Bodega Bay Industry Mixer 4/27 J. Bartolomei- SCHA meeting was sold out. Reminds members to check their membership status as many have expired.</p>	NA	NA	NA
Adjourn	<p>Meeting Adjourned 4:55pm. Next Meeting May 24th, 2023 in Person at SCT Board Room.</p>			