

**Meeting Minutes-DRAFT**

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

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: ***Crista Luedtke, Jennifer Buffo, Michael Trillo, Monica Hubert***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
<b>Meeting Call to Order</b>	Meeting commenced at 3:03 pm.	N/A	N/A	N/A
<b>Roll Call</b>	<i>Roll call taken for all members</i>	N/A	N/A	N/A
<b>Public Comment</b>	NA	N/A	N/A	N/A
<b>Statement of Abstentions</b>	None	N/A	N/A	N/A
<b>Approval of Consent Items.</b>	<b>Motion: K. Hornbostel. S: C. Shaw to approve the consent items as presented.</b>  a) Approval of Agenda: May 24, 2023 b) Approval of BOD Minutes: March 22, 2023 & April 26, 2023 c) Acceptance of Committee Minutes: Governance Committee April 5, 2023 Travel Trade Committee February 2, 2023 Marketing Committee February 17, 2023 Community Engagement January 26, 2023 Finance & Legal Committee March 20, 2023 (no April Meeting) d) February Financials			

SCT Board of Directors Board Meeting  
May 24, 2023, 3:00PM In-Person – Sonoma County Tourism, 400 Aviation Blvd, Suite 500 Santa Rosa, CA

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
	<b>Ayes –9 Nays – 0, Abstentions – 0</b> ( <i>*please note: T. Zahner, K. Lok, J. Bartolomei not present for consent but joined later; please note: T. Pace not allowed to vote for consent until after Oath taken; will be counted in votes hereafter unless abstaining</i> ).			
<b>Legal Report</b>	B. Arnone reported that he has been reviewing contracts-SCT and Sonoma County, a 3 years contract. Green Destination congrats and Fahlgren Mortine Contracts. Changes to the Board Agenda were explained, regarding moving the brown act information to the bottom and the Mission & Vision statements have been added to the top.			
<b>Oath of Office</b>	B. Arnone administers Oath of Office for Tony Pace, new board member.			
<b>Talking Points</b>	C. Vecchio discussed the successful launch party for the Master Plan. Discussion around needing board support to execute the plan. Possible ad hoc committee. The need for champions/specialists to address initiatives. Dean Runyan 2022 Economic Impact Report was presented. Data from Dean Runyan Associates on the economic impact of travel and tourism at the state, county, and city level.  T. Zahner brought up discussion around Bill 584, an additional 15% vacation rental tax.			

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<b>FY23-25 Strategic Plan – DRAFT 1</b>	C. Vecchio reviews draft of the FY23-25 Strategic Plan. The board is encouraged to make comment prior to June 16 <sup>th</sup> , 2023. A final draft will be brought back to the June meeting for final approval before the start of the new fiscal year.	Feedback requested	Staff/board members	By June 16 before the June 28 meeting.
<b>Items for Possible Action:</b>				
<b>Finance and Legal: SCHA Budget Request</b>	<p>K. Hornbostel presented the request from Sonoma County Hospitality Association for \$50,000 for use during FY23-24 to support non-advocacy programming, staffing and operational needs, subject to the presentation of a budget. Finance and Legal Committee presented to the board for approval.</p> <p><b>Motion: K. Lange. S: E. Roe to approve SCHA funding as presented:</b> <b>Ayes –12 Nays – 0, Abstentions – 0</b></p> <p><i>K. Lok and T. Zahner joined the meeting after the first vote. T. Pace was sworn in and is now eligible to vote. J. Bartolomei not yet present</i></p>			
<b>Travel &amp; Entertainment Policy</b>	<p>L. Angstadt presented the updated Travel &amp; Entertainment Policy (last updated 2017), highlighting changes regarding meal reimbursement and vehicle stipends.</p> <p><b>Motion: K. Hornbostel. S: B. Rangel to approve updated Travel and Entertainment Policy as presented.</b></p> <p><b>Ayes –11 Nays – 0, Abstentions – 1 (C. Shaw abstains from this vote)</b></p>			

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<b>Marketing: Event Sponsorship Requests</b>	<p><i>J. Bartolomei not yet present</i></p> <p>C. Shaw presents the 6 requests for Event Sponsorship and amounts approved by the Marketing Committee:</p> <ul style="list-style-type: none"> <li>• <i>Gravenstein Apple Fair \$17,500</i></li> <li>• <i>Sonoma County Wine Auction \$10,000</i></li> <li>• <i>Wine &amp; Food Affair \$10,000</i></li> <li>• <i>Broadway Under the Stars \$7,500</i></li> <li>• <i>Sonoma County Harvest Fair \$5,000</i></li> <li>• <i>Wine Country Distillery Festival \$0</i></li> <li>• <i>TOTAL \$50,000</i></li> </ul> <p><b>Motion: C. Shaw, S: M. Grahame to approve \$50,000 in funding for Event Sponsorship as presented:</b></p> <p><b>Discussion:</b> Encourage more diversity and grassroots events for future funding. It is noted that there will be less money in next years budget for Event Sponsorship.</p> <p><b>Ayes –13 Nays – 0, Abstentions – 0</b> <i>J. Bartolomei joined the meeting prior to this vote.</i></p>			
<b>Community Engagement: Russian River Confluence MOU</b>	<p>T. Buttarro presented a legally non-binding and non-exclusive Memorandum of Understanding has been created for organizations to formally declare commitment to working on behalf of the betterment of the watershed through support of the Russian River Confluence and its “Respect Russian River” engagement initiative.</p> <p><b>Motion: T. Buttarro. S: K. Hornbostel to approve Russian River Confluence MOU as presented:</b></p>			

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<b>Board Report</b>	<p><b>Ayes-13, Nays-0, Abstentions-0</b></p> <p>C. Vecchio reviews KPI tracker updates.</p>			
<b>What's New and Noteworthy?</b>	<ul style="list-style-type: none"> <li>• M. Grahame shares recent Press Democrat article regarding misinformation on a development project in Timber Cove.</li> <li>• Santa Rosa Pride June 3<sup>rd</sup>, 2023.</li> <li>• Drag Brunch at Sonoma Mission Inn June 4<sup>th</sup>, 2023.</li> </ul>			
<b>Next Meeting</b>	Next Meeting June 28 <sup>th</sup> , 2023, in Person at SCT Board Room.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
<b>Adjourn</b>	Meeting Adjourned 4:50pm.			