



**SONOMA COUNTY TOURISM**  
**BUSINESS DEVELOPMENT COMMITTEE NOTICE & AGENDA**  
**Thursday March 7, 2024, 9:00-10:30am**  
**Sonoma County Tourism Office 400 Aviation Blvd. Ste. 500**

**Join Zoom Meeting:**

<https://us02web.zoom.us/j/82059186358?pwd=Yk9qV2kzaU53azZOUXF0blBaZ1BLZz09>

Meeting ID: 820 5918 6358 Passcode: 092026 Dial by your location +1 669 900 6833 US (San Jose)

**Mission:** Inspire travel to Sonoma County that strengthens our economy, reflects our diversity and encourages stewardship of our community's resources.

**Vision:** Sonoma County will be the premier destination in North America for responsible travelers who enjoy, protect and preserve the area's bountiful natural and cultural resources.

Name	Address at which member will attend

- |   |                      |
|---|----------------------|
| 1) Meeting Call to Order  | Jennifer Buffo       |
| 2) Roll Call (must be done verbally with teleconference call)   | Jennifer Buffo       |
| 3) Public Comment – This is the time for public comment on both items listed in this Agenda, and on items not listed in this agenda but which are within the jurisdiction of this body. | Jennifer Buffo       |
| 4) Statement of Abstentions   | Jennifer Buffo       |
| 5) Approval of Consent Items:   | Jennifer Buffo       |
| a. Approval of Agenda: March 7, 2024  |                      |
| b. Approval of Minutes: October 26, 2023  |                      |
| 6) Workforce/Internship Opportunity   | Tracy Koch           |
| 7) Maritz Global Travel – Presentation<br>Global Events team  | Jonny Westom/ Maritz |
| 8) Convention Center Progress   | Jonny Westom         |
| 9) Business Development Update:   | Jonny Westom         |
| a. Destination Sales  | Stacey Bruckert      |
| i. General overview of sales performance  |                      |
| b. Travel Trade   | Jonny Westom         |
| i. International Sales Recap  |                      |
| c. Travel Schedule & Partner Opportunities  | Jonny Westom         |
| d. Discussion   | Jonny Westom         |
| 10) Committee Updates   | Committee Members    |
| 11) Next Meeting: April 25, 2024, 9:00am (SCT offices)  | Jennifer Buffo       |
| 12) Adjourn   | Jennifer Buffo       |

*Members of the public may attend this meeting in person at the address listed or by connecting electronically using the information provided above. Sonoma County Tourism (SCT) welcomes public comment regarding both items listed on this agenda, and items not listed on this agenda but within the jurisdiction of this body, during the time identified for "Public Comment". All matters requiring a response will be forwarded to staff. Presentations made under "Public Comment" are normally restricted to three (3) minutes in length per meeting unless changed by the Chair because of agenda scheduling demands or total number of speakers. SCT will broadcast most meetings via Zoom. Those not able to attend in person will have the opportunity to provide public comment via Zoom as indicated. Please note that SCT cannot guarantee that the Zoom system will be available for the entirety of every meeting. The only way to guarantee that your comment is received and considered by SCT is to attend the meeting in person or submit your comment in writing in advance of the meeting. Public comments may be sent in advance to Tracy Koch: [tkoch@sonomacounty.com](mailto:tkoch@sonomacounty.com) or in care of:*

*Sonoma County Tourism  
Board/Committee Public Comments  
400 Aviation Blvd, Suite 500  
Santa Rosa, CA 95403*

*Please reference the meeting, meeting date and the item to which the comment is directed.*

*If you have special needs because of a disability that makes it difficult for you to participate in the meeting, or you require assistance or auxiliary aids to participate in the meeting, please contact Tracy Koch at (707) 522-5801 or [tkoch@sonomacounty.com](mailto:tkoch@sonomacounty.com) by at least noon the day preceding the meeting. We will attempt to accommodate your disability.*

*Materials related to open session items on this agenda that are submitted to the Board or Committee after distribution of the agenda packet are available for public inspection during normal business hours at Sonoma County Tourism (address above).*