#### SCT Board of Directors Board Meeting April 24, 2024 3pm

# SCT Board Room

#### 400 Aviation Blvd. Suite 500, Santa Rosa, CA 95403

#### **Meeting Minutes**

Members: Joe Bartolomei, Jennifer Buffo, Thera Buttaro, Margaret Grahame, Keo Hornbostel, Monica Hubert, Kirstyne Lange, Kirk

Lok, Crista Luedtke, Brian Marchi, Brandon Mrkvicka, Tony Pace, Bert Rangel, Caroline Shaw, Tim Zahner, Scott Alonso,

Brian Sommer,

Invitees: Ethan Brown, McCall Miller, Mary Roulades, Bill Arnone, Claudia Vecchio, Lori Angstadt, Kelly Bass Seibel, Jonny Westom, Frank

Filice, Conrad Braganza, Jessica Quigley (recording secretary)

Public: None

Absent: Bert Rangel, Brian Marchi, Crista Luedtke, Caroline Shaw

| Agenda<br>Item/Issues       | Information  | Follow Up<br>Action | Person<br>Responsible | Date Due |
|-----------------------------|--|---------------------|-----------------------|----------|
| Meeting Call to<br>Order    | Meeting commenced at 3:00pm  | N/A                 | N/A                   | N/A      |
| Roll Call                   | Roll call taken for all members  | N/A                 | N/A                   | N/A      |
| Public Comment              | NA   | N/A                 | N/A                   | N/A      |
| Statement of<br>Abstentions | None   | N/A                 | N/A                   | N/A      |
| Approval of Consent Items.  | Motion: J. Bartolomei S: C. Luedtke to approve the consent items- Approval of Agenda: April 24, 2024 Approval of BOD Minutes: March 27, 2024  Ayes –12 Nays – 0, Abstentions – 0  B. Sommer has not yet joined the meeting and B. Mrkvicka is listening on zoom but unable to vote due to Brown Act. |                     |                       |          |

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| Legal Report                                | B. Arnone updates the board on currents projects- he has   |                     |                       |          |
|   | been working with the J. Westom on a transportation contract with BIA properties. As well as updating the "Privacy Policy" on SCT's website to "Terms of Use".   |                     |                       |          |
| Talking points-<br>Industry<br>Performance. | Conrad Braganza reports on current industry performance.   |                     |                       |          |
| NBC California<br>Live/ :30 Spot            | C. Vecchio introduces Frank Filice as new VP of Marketing for SCT.  Frank Filice presents on NBC Live video and shares 4 minute video to be aired on TV. Gives update on 30 second spot that is still being reviewed/edited. |                     |                       |          |

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| Committee Items-<br>FOR POSSIBLE<br>ACTION | J. Bartolomei presents on behalf of the Governance<br>Committee. Alicia Kane, Hyatt Regency Sonoma Wine<br>Country application to join the Marketing Committee.   |                     |                       |          |
| a- Alicia Kane,<br>Marketing<br>Committee  | Motion: J. Bartolomei S: B. Sommer to approve Alicia Kane for the Marketing Committee as accepted by the Governance Committee.  |                     |                       |          |
|  | Ayes –12 Nays – 0, Abstentions – 0 B. Sommer has joined the meeting. K. Lange stepped out of the room. B. Mrkvicka is on zoom but unable to vote due to Brown Act.  |                     |                       |          |
| Board Retreat<br>Follow up/Next<br>Steps   | <ul> <li>K. Hornbostel reviews recap from Board Retreat with Tom Floyd.</li> <li>C. Vecchio reports on SCT team meeting with Tom Floyd.</li> <li>Governance committee has requested continue updates at board meetings regarding progress made</li> </ul> |                     |                       |          |
| Convention Center Project Update           | C. Vecchio & J. Westom report on progress of Convention Center Project update, share test fit findings and renderings from 10SB Architects  |                     |                       |          |
| Board Report                               | findings and renderings from 10SB Architects. C. Vecchio reviews board report: SCT wont Best Northbay Biz for tourism, update on BIA Partnership meetings, collaborative brainstorm with Vintners & wine growers and meeting with Economic                |                     |                       |          |

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|                            | Development Board.   |                        |                       |   |
| What's New and Noteworthy? | Discussion about upcoming cannabis landing page. Raffel items needed for Fisherman's Festival. |                        |                       |   |
| Next Meeting               | May 22, 2024 at 3pm at the Hyatt Regency Sonoma Wine Country.                                  | RSVP in<br>BoardEffect | Members               | 3 days prior in<br>BE; or 1 week<br>prior if virtual<br>for posting<br>requirements |
| Adjourn                    | 4:42pm Meeting adjourned to  |                        |                       |   |