

SCT Board of Directors Board Meeting
 May 22, 2024 3pm
 SCT Board Room
 1 Doubletree Drive, Rohnert Park, CA 94928
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:

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:04pm	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: B. Sommer S: C. Luedtke to approve the consent items- Approval of Agenda: May 22, 2024 Approval of BOD Minutes: April 24, 2024 Governance Minutes: April 8, 2024 Vacation Rental Minutes: February 8, 2024 Finance & Legal Minutes: March 25, 2024 Financials- February & March 2024			

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<p>National Travel & Tourism Week</p>	<p>Directors. Both candidates have been accepted by the Governance for Board approval.</p> <p>Motion: B. Sommer, S:/ M. Hubert to approve Karim Ikrimah and Andrea Griffin to join SCT’s Board of Directors: Ayes –17 Nays – 0, Abstentions – 0 <i>C. Shaw & K. Lange have joined the meeting.</i></p> <p>K. Bass Seibel reviews all of the teams activities/programing for National Travel & Tourism Week.</p> <p>In 2024, May 29-25 is designed as an opportunity to celebrate the industry and acknowledge the value of travel and tourism.</p> <ul style="list-style-type: none"> • National Travel and Tourism Week is underway with the following activities: <ul style="list-style-type: none"> o May 14 – Gold Resolution by the Board of Supervisors declaring May Travel and Tourism Month in Sonoma County o May 15 – Placemaking panel with California Main Street, SCT and Visit Petaluma in conjunction with the Petaluma Museum and National Historic Preservation Month at the Hampton Inn Petaluma. Approximately 50 were in attendance. o Visitor Center Community Open Houses: <ul style="list-style-type: none"> ▪ May 18 – Windsor – 12-2pm 			

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<p>Convention Center Project Update</p>	<ul style="list-style-type: none"> ▪ May 19 – Russian River – 12-2pm ▪ May 19 – Petaluma – 12-2pm ▪ May 20 – Cloverdale – 4-6pm ▪ May 21 – Mark West – 5-7pm ▪ May 21 – Santa Rosa – 5-7pm ▪ May 22 - Sonoma Valley – 11am-1pm ▪ May 23 – Geyserville – 3-5pm o May 22 - Stars of the Industry – 5-8pm – DoubleTree by Hilton Hotel Sonoma Wine Country ▪ 196 nominations received ▪ Over 25,000 votes cast ▪ MC – Leslie Sbrocco, Check Please! Bay Area, Brian Marchi ▪ Sold out with 360+ attendees expected o May 24 – Tourism Cares Adopt-a-Road Clean up – Arnold Drive – 9am-12pm <p>• Discussions with Simon Properties continue. SCT, along with project partners, the City of Santa Rosa, the Santa Rosa Metro Chamber and Downtown Santa Rosa had a follow-up call with Simon on May 16.</p> <ul style="list-style-type: none"> o During the call, SCT provided project costs update and a potential funding scenario. o SCT is working with HVS to determine the long-term funding scenario and capacity of the County – through various funding streams – to pay back the funds received – most especially the funding needed on the convention center side. 			

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<p>Veneto Collaboratory Project Update</p> <p>Board Report</p>	<p>o Simon has told they would take all information into consideration and return a verdict to us by the middle of June. This will be whether or not they are willing to enter into an agreement giving this consortium the needed time to put together the funding.</p> <ul style="list-style-type: none"> • SCT is in talks with consultants to determine the right group of people to help move the project from concept to completion. <p>C. Vecchio presents update on Veneto Collaboratory Project: Zoom kick off call was held May 16, 2024. Applications are due June 1st, 10 applications will be selected. Looking for diversity in applications. The cost is \$2000 to participate, and the program will run 7 months.</p> <p>C. Vecchio asks Board members to review Talking Points on Industry Performance and the Convention Center.</p>			
<p>What's New and Noteworthy?</p>	<p>Discussion on wine industry and how to educate the younger generations of wine drinkers.</p>			
<p>Next Meeting</p>	<p>June 26, 2024 at 3pm at SCT Board Room.</p>	<p>RSVP in BoardEffect</p>	<p>Members</p>	<p>3 days prior in BE; or 1 week prior if virtual for posting</p>

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				requirements
Adjourn	4:42pm Meeting adjourned to			