June 26, 2024 3pm SCT Board Room

400 Aviation Drive, Suite 500. Santa Rosa, CA 95404

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: Brandon Mrkvicka, Kirstyne Lang, Monica Hubert, Tim Zahner, Scott Alonso

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:03 pm	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 Abstentions	None	N/A	N/A	N/A
Approval of Consent	Motion: K. Hornbostel S: T. Buttaro to approve the			
Items.	consent items- Approval of Agenda: June 26, 2024 Approval of BOD Minutes: May 22, 2024 Marketing Committee Minutes: May 9, 2024 Finance & Legal Committee Mintes: May 20, 2024 Financials- April 2024			
	Ayes -14 Nays - 0, Abstentions - 0			

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Legal Report	B. Arnone is out sick and not providing a legal update today.			
Oath of Office	K. Ikrimah & A. Griffin sign oath of office. B. Arnone will administer at the next meeting.			
outil of office				
	Finance & Legal Committee-			
Committee Items- FOR POSSIBLE	L. Angstadt presents Final FY24-25 Budget Forecast to Board Members.			
ACTION	Motion: C. Luedtke S:/ K Hornbostel to approve the Final			
	FY24-25 Budget Forecast as presented to the full Board of			
	Directors.			
	Ayes -14 Nays - 0, Abstentions - 0			
	L. Angstadt review Authorized signatories for Exchange			
	Bank checking and money market accounts and Summit			
	State Bank payroll and checking accounts.			

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	Motion: B. Sommer S:/ M. Grahame to approve authorized signatories for Exchange Bank checking and money market accounts and Summit State Bank payroll and checking accounts			
	Ayes –14 Nays – 0, Abstentions – 0			
	Opportunity for public comment- Comments from public regarding visitor center funding needs.			
	Community Engagement – Visitor Center Operational Grants			
	K. Bass Seibel & T. Buttaro reviews Visitor Center Operational Grants and the recommendations the Community Engagement Committee has made for funding:			
	Bodega Bay - \$92,330.40			
	Cloverdale - \$25,500 Geyserville - \$4,000 Fort Ross - \$20,000			
	Healdsburg - \$5,000 Mark West - \$3,570 Petaluma - \$45,900			
	Russian River - \$142,600 Santa Rosa - \$30,600 Sebastopol - \$14,189			

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	Sonoma Valley - \$62,220 Stewards of the Coast & Redwoods - \$33,690.60 Windsor - \$20,400			
	Motion: K. Lok S:/ M. Grahame to approve the Visitor Center Operation Grant funding as recommended by the Community Engagement Committee:			
	Ayes –14 Nays – 0, Abstentions – 0			
Talking Points/Crisis Planning Update	C. Vecchio discuses SCT's crisis plan and encourages Board Members to make sure their crisis plan is up to date. Conversation regarding media messaging during crisis. Discussion around impact of recent fire and how to create appropriate messaging to keep visitors safe and aware of what is open during a crisis event.			
DisrUPDATE	F. Filice presents Marketing Update on SCT's approach to current market conditions. Team is working on Customer Core Project, underway.			
	Personas will provide insight to the audience we want to activate. Journey map, Impact Chart and Timeline.			

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Convention Center Update	SCT was invited to present the proposed convention center/hotel project to the Santa Rosa Public Financing Committee on Thursday, June 20. This is the group that will daft the project proposal for recommendations for the Enhanced Infrastructure Financing District (EIFD). Santa Rosa, in collaboration with the County, is devising an EIFD and is considering including the convention center complex as one of the projects that could potentially receive funds through the local EIFD program. • Claudia and Jonny continue to talk with consultants about assisting with the financing and ownership components of the project. Determining ownership is the next step in this process as that will be the foundation for all future financing discussions. We hope to have an updated proposal from a group this week.			
Board Report	Revenue Generation Committee will meet to assist with funding needs.			
FY24-25 Meeting Calendar Public Comment	Discussion regarding current research trends. Starting to see some momentum. C. Vecchio presents FY24-25 Meeting Calendar.			

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	No additional public comment.			
What's New and Noteworthy?	Discussion on Sonoma County Wine in new TV shows.			
Next Meeting	August 28, 2024 (no July meeting)	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:45pm Meeting adjourned to court yard for reception.			