August 28, 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, Karim Ikrimah, Andrea

Griffin

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: Brian Marchi, Crista Luedtke, Jennifer Buffo, Tony Pace,

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:01 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 Items.	Motion: K. Hornbostel S: T. Buttaro to approve the consent items-  a) Approval of Agenda: August 28, 2024 b) Approval of BOD Minutes: June 26, 2024 e) Marketing Committee Minutes: June 4, 2024 f) Finance & Legal Committee Minutes: June 24, 2024 g) Business Development Committee Minutes: June 25, 2024 h) Community Engagement Committee Minutes: June 20, 2024			

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i) Governance Committee Minutes: May 21, 2024 j) Revenue Generation Committee Minutes: August 18, 2023 k) Financials - May 2024 l) Finance & Legal Committee - Wire Transfer Payment Procedure Ayes -13 Nays - 0, Abstentions - 0 (K. Lange & M. Hubert have not yet joined the meeting)			
B. Arnone provides an update on renewing Life Opens Up trademark. The Biennial Conflict of Interest document was signed and returned to the county with no changes. And the MOU with sister city in Japan has been signed. Additionally B. Arnone worked with SCT to help navigate questions on an RFP.			
B. Arnone leads A. Griffin & K. Ikrimah in receipting the Oath of Office, as B. Arnone was absent during the prior meeting.			
K. Hornbostel reviews the FY24-25 Slate of Officers, Board & Committee Members with full Board of Directors.  Motion: K. Lange. S:/ B. Mrkvicka to approve the FY24-25 Slate of Officers, Board & Committee members as presented.			
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Talking				
Points/Destination	J. Westom gives Destination Sales update- providing			
Sales	information on:			
	FY24-25 Key Highlights			
	Travel Trade Market update			
	FY23-24 Business Development Performance			
	Market updates on leads and rooms nights			
	FY24-25 KPI's			
	Communications			
	Client incentive programs			
	Prospecting			
	Sales Trainings			
	New Travel Trade Ready video			
	C. Vecchio encourages board members to review talking			
	points in the board book.			
Longwoods Annual	C. Braganza reviews Longwoods Annual Visitor study data			
Visitor Study /	as well as current industry performance with Board			
Industry	Members.			
Performance Update				
Committee Items-	Governance-			
For possible Action	J. Bartolomei presents two possible committee members-			

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	Monica Hubert- Revenue Generation Joy Ferguson- Marketing Committee			
	Motion: J. Bartolomei S:/ B. Sommer to approve M. Hubert for Revenue Generation and Joy Ferguson for Marketing committees.  Ayes -15 Nays - 0, Abstentions - 0			
	Marketing Committee- F. Filice presents the revised Event Sponsorship application process that has bee reviewed and approved by the Marketing Committee. K. Madsen was consulted to help improve the application process and equity of allocations.			
	Motion: C. Shaw S:/ M. Hubert to accept the revised Event Sponsorship application process as presented. Ayes –15 Nays – 0, Abstentions – 0			
Annual Meeting Update	C. Vecchio reviews annual meeting outline, key note speaker and break out sessions.			
Board Report	C. Vecchio encourages Board Members to review Board Report for updates from each program.			

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What's New and Noteworthy?	NA			
Next Meeting	Annual Meeting, September 23, 2024 at 10:30am at Hyatt.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:57pm Meeting adjourned			