

SCT Board of Directors Board Meeting
November 20, 2024 at 3pm
Sonoma County Tourism Board Room
400 Aviation Blvd Suite 500. Santa Rosa, CA 95403
Meeting Minutes- DRAFT

Members: *Joe Bartolomei, Jennifer Buffo, Thera Buttarro, 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: *Andrea Griffin, Bert Rangel, Brandon Mrkvicka, Brian Sommer, Caroline Shaw, Margaret Grahame, Tim Zahner*

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:02pm	N/A	N/A	N/A
Roll Call	<i>Roll call taken for all members- many Board Members are on zoom due to very bad weather.</i> <i>Motion: K. Hornbostel Second: J. Bartolomei to allow for an emergency exception for members on zoom to vote. They are unable to travel due to flooded roads.</i> <i>Ayes- 6 Nays-0 Abstentions-0</i> <i>(J. Buffo, K. Lok, S. Alonso, T. Buttarro, T. Pace are on zoom and not yet voting. K. Ikrimah has not yet joined the meeting)</i> <i>Verbal roll call will be taken from here on out, due to members participating via zoom.</i>	N/A	N/A	N/A

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Public Comment	NA	N/A	N/A	N/A
Statement of Abstentions	None	N/A	N/A	N/A
Approval of Consent Items.	<p>Motion: J. Bartolomei S: C. Shaw to approve the consent items-</p> <ul style="list-style-type: none"> a) Approval of Agenda: November 20, 2024 b) Approval of BOD Minutes: October 30, 2024 c) Governance Committee Minutes- October 1, 2024 d) Marketing Committee Minutes- October 30, 2024 e) Finance & Legal Committee Minutes – October 28, 2024 f) September 2024 Financials g) Business Development Committee Minutes – August 20, 2024 h) Vacation Rental Committee Minutes-September 4, 2024 i) Community Engagement Committee Minutes- August 8, 2024 j) Revenue Generation Committee Minutes- August 6, 2024 <p>Ayes –11 Nays – 0, Abstentions – 0 <i>J. Buffo, K. Lok, S. Alonso, T. Buttarro, T. Pace are now able to vote. K. Ikrimah has not yet joined the meeting</i></p>			
Industry Performance Update	C. Braganza presents slides on current industry performance.			

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<p>Wine Country for All of us:</p> <p>a) Review and potential revision of the SCT Diversity, Equity, Inclusion and Accessibility Statement- FOR POSSIBLE ACTION</p> <p>b) Consumer Marketing Campaign Creative</p> <p>Committee Items-</p>	<p>C. Vecchio reviews the SCT Diversity, Equity, Inclusion and Accessibility Statement. Noting the addition of “accessibility” as this was not previously included.</p> <p>Committee reviews statement, makes some minor adjustments to verbiage.</p> <p>Motion: K. Lange, Second: M. Hubert to approve the DEIA statement with corrections.</p> <p>Ayes-12, Nays-0 Absentions-0 <i>K. Ikrimah has joined the meeting</i></p> <p>F. Filice presents upcoming Wine County for All of Us consumer marketing campaign- discusses the UG component and how this is different from previous campaigns/initiatives.</p>			

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FOR POSSIBLE ACTION				
a) Committee nominations- Sylvia Parkinson, Community Engagement	<p>K. Hornbostel presents committee application- Sylvia Parkinson for Community Engagement. This application has been accepted by the Governance Committee and endorsed by K. Bass Seibel.</p> <p>Motion: K. Hornbostel, Second: T. Pace to approve S. Parkinson’s application for the Community Engagement Committee.</p> <p>Ayes-12 Nays-0 Absentions-0</p>			
b) Strategic Planning- Board Excellence Session with Bill Geist	<p>C. Vecchio presents opportunity to work with consultant Bill Giest, who specializes in working with Boards. This consulting would take place of the annual Board Retreat.</p> <p>Motion: K. Hornbostel, Second: J. Bartolomei to approve the consulting work with Bill Giest, as accepted by the Governance Committee.</p> <p>Ayes-12 Nays-0 Absentions-0</p>			

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c) Board Contact List	K. Hornbostel reviews legal update from B. Arnone regarding request for Board of Directors contact information. As this information is public records, B. Arnone has advised SCT to provide name, email, phone numbers to contact information requests.			
d) Holiday Party, December 11, Paradise Ridge	C. Vecchio reminds BOD of Holiday party on December 11 at Paradise Ridge. We will also be celebrating SCT 20 th Anniversary as well.			
Revenue Generation Committee Report	K. Hornbostel reports back that Revenue Generation Committee started discussions about BIA inclusion for vacation rentals and the city of Healdsburg. Revenue Generation committee will continue discussions and report back to the Board of Directors.			
What's New and Noteworthy?	Upcoming Coffee & Collab, NCAA Galla in January. SCHA Mixer for that evening is cancelled due to weather, Double Tree Hotel is starting a shuttle service. Road Trip Resturant			

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	will be closed end of Dec-early Feb.			
Next Meeting	Annual Meeting, January 29, 2025 at SCT Board Room.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:40pm			