



SONOMA COUNTY TOURISM
BUSINESS DEVELOPMENT COMMITTEE NOTICE & AGENDA
Thursday, March 20, 2025, 3:00 PM
Sonoma County Tourism Office
400 Aviation Blvd. Ste. 500, Santa Rosa, CA 95403

Join Zoom Meeting:

<https://us02web.zoom.us/j/86485744976?pwd=ivax6LTV2hjh2A1WdZBbPbA80oBniO.1>

Meeting ID: 864 8574 4976 Passcode: 341977 Dial by your location +1 669 900 6833 US (San Jose)

Mission: Inspire travel to Sonoma County that strengthens our economy, reflects our diversity and encourages stewardship of our community's resources.

Vision: Sonoma County will be the premier destination in North America for responsible travelers who enjoy, protect, and preserve the area's bountiful natural and cultural resources.

Name	Address at which member will attend
Hilary Ebright	3401 52 nd Ave NE, Tacoma, WA

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| 1) Meeting Call to Order | Jennifer Buffo |
| 2) Roll Call (must be done verbally with teleconference call) | Jennifer Buffo |
| 3) Public Comment – This is the time for public comment on both items listed in this Agenda, and on items not listed in this agenda but which are within the jurisdiction of this body. | Jennifer Buffo |
| 4) Statement of Abstentions | Jennifer Buffo |
| 5) Approval of Consent Items:
a. Approval of Agenda: March 20, 2025
b. Approval of Minutes: December 12, 2024 | Jennifer Buffo |
| 6) Committee Member Introductions & SCT Team Update | Jennifer Buffo /
Jonny Westom |
| 7) New Sales & Use Tax Rates Effective April 1, 2025 | Hilary Ebright |
| 8) Committee Member Roundtable
<i>Property performance/updates, questions, ideas</i> | Jennifer Buffo |
| 9) SCT Production Update | Stacey Bruckert/
Damien Keller |
| 10) Committee Discussion – SCT Destination Sales Budget | Jonny Westom |
| 11) Sales Best Practices | Stacey Bruckert |
| 12) Upcoming Travel and Partner Opportunities | Jonny Westom |
| 13) Committee Updates | Committee Members |
| 14) Next Meeting: June 12, 2025 | Jennifer Buffo |

Members of the public may attend this meeting in person at the address listed or by connecting electronically using the information provided above. Sonoma County Tourism (SCT) welcomes public comment regarding both items listed on this agenda, and items not listed on this agenda but within the jurisdiction of this body, during the time identified for "Public Comment". All matters requiring a response will be forwarded to staff. Presentations made under "Public Comment" are normally restricted to three (3) minutes in length per meeting unless changed by the Chair because of agenda scheduling demands or total number of speakers. SCT will broadcast most meetings via Zoom. Those not able to attend in person will have the opportunity to provide public comment via Zoom as indicated. Please note that SCT cannot guarantee that the Zoom system will be available for the entirety of every meeting. The only way to guarantee that your comment is received and considered by SCT is to attend the meeting in person or submit your comment in writing in advance of the meeting. Public comments may be sent in advance to Lauren Kilcullen: lkilcullen@sonomacounty.com or in care of:

*Sonoma County Tourism
Board/Committee Public Comments
400 Aviation Blvd, Suite 500
Santa Rosa, CA 95403*

Please reference the meeting, meeting date and the item to which the comment is directed.

If you have special needs because of a disability that makes it difficult for you to participate in the meeting, or you require assistance or auxiliary aids to participate in the meeting, please contact Lauren Kilcullen (707) 522-5817 or lkilcullen@sonomacounty.com by at least noon the day preceding the meeting. We will attempt to accommodate your disability.

Materials related to open session items on this agenda that are submitted to the Board or Committee after distribution of the agenda packet are available for public inspection during normal business hours at Sonoma County Tourism (address above).