



**SONOMA COUNTY TOURISM BOARD OF DIRECTORS**  
**BOARD MEETING NOTICE & AGENDA**  
**Wednesday April 23, 2025, 3:00 pm**  
**Sonoma County Tourism Board Room**  
**400 Aviation Blvd, Suite 500. Santa Rosa, CA 95403**

**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.*

<https://us02web.zoom.us/j/82954623226?pwd=Xvy7AaZbC6yq6KFpAHRCq2mQB5w14l.1>

Meeting ID 829 5462 3226 Passcode: 094961 Dial by Location: 1 669 900 6833

Name	Address at which member will attend

- 1) Meeting Call to Order B. Marchi
- 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable B. Marchi
- 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.* B. Marchi
- 4) Statement of Abstentions B. Marchi
- 5) Consent Items – **FOR POSSIBLE ACTION** B. Marchi
  - a) Approval of Agenda: April 23, 2024
  - b) Approval of BOD Meeting Minutes: March 26, 2025
  - c) Finance & Legal Committee Minutes: March 23, 2024
  - d) Financials – February 2025
- 6) Legal Report B. Arnone
- 7) Sonoma County Airport (STS) Update Jon Stout
- 8) Tourism Insights and Performance Report A. Nordby
- 9) Geopolitical Impact on Tourism A. Nordby/J. Westom/D. Keller
  - a) Visit California's Canadian campaign
  - b) International Inbound Performance
  - c) How SCT is Responding

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|------------------------------------------------------------------------------------|----------------|
| 10) Convention Center Project Update                                               | C. Vecchio     |
| 11) FY25-26 Strategic Plan Update                                                  | C. Vecchio     |
| 12) National Travel and Tourism Week – overview and how the Board can get involved | K. Bass Seibel |
| a) Signature Experiences Launch                                                    |                |
| b) Stars of the Industry                                                           |                |
| c) Rapid Connections                                                               |                |
| 13) Board Report                                                                   | C. Vecchio     |
| 14) Next Meeting – May 28, 2025, at 3:00pm.                                        | B. Marchi      |
| 15) Adjourn                                                                        | B. Marchi      |

*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 Jessica Quigley: [jquigley@sonomacounty.com](mailto:jquigley@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 Jessica Quigley at (707) 522-5808 or [jquigley@sonomacounty.com](mailto:jquigley@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).*