



**SONOMA COUNTY TOURISM BOARD OF DIRECTORS**  
**BOARD MEETING NOTICE & AGENDA**  
**Wednesday June 25, 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/86067449772?pwd=bHRoSlg19ebZ6ZlYVp2pdMBVma66.1>

Meeting 860 6744 9772 Passcode: 997400 Dial by Location: 1 669 900 6833

Name	Address at which member will attend
Andrea Griffin	1129 Hailey Ct. Rohnert Park, CA. 94928

- 1) Meeting Call to Order K. Hornbostel
- 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable K. Hornbostel
- 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.* K. Hornbostel
- 4) Statement of Abstentions K. Hornbostel
- 5) Consent Items – **FOR POSSIBLE ACTION** K. Hornbostel
  - a) Approval of Agenda: June 25, 2025
  - b) Approval of BOD Meeting Minutes: May 28, 2025
  - c) Finance & Legal Committee Minutes: May 19, 2025
  - d) Financials – April 2025
  - e) Governance Committee Minutes- May 20, 2025
  - f) Revenue Generation Committee Minutes- May 22, 2025
  - g) Community Engagement Committee Minutes- May 19, 2025
  - h) Vacation Rental Committee Minutes- February 13, 2025
  - i) Business Development Committee Minutes-March 20, 2025
  - j) Idea Peddler Agreement (Marketing Agency of Record)
  - k) 20Two Studio Agreement (Public Relations Agency of Record)
- 6) Legal Report B. Arnone

Oath of Office- Michael Collins & Benjamin Bailey
- 7) Industry Performance Research- Longwoods Report A. Nordby

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|---|-------------------------|
| 8) FY25-26 Board of Directors Slate and Meeting Schedule            | K. Hornbostel           |
| a. Slate of Officers and Executive Committee - FOR POSSIBLE ACTION  |                         |
| b. FY25-26 Board & Committee Meeting Schedule – FOR POSSIBLE ACTION |                         |
| 9) FY25-26 Budget – FOR POSSIBLE ACTION                             | B. Mrkvicka/L. Angstadt |
| 10) FY25-26 Strategic Business Plan – FOR POSSIBLE ACTION           | C. Vecchio              |
| 11) Crisis Plan Update  | C. Vecchio1             |
| 12) Committee Reports – FOR POSSIBLE ACTION                         |                         |
| a. Marketing Campaign Update/Old Caz Brand Partnership              |                         |
| 13) Board Report  | C. Vecchio              |
| 14) What's New & Note Worthy  |                         |
| 15) Next Meeting – August 2025, No meeting in July                  | K. Hornbostel           |
| 16) Adjourn   | K. Hornbostel           |

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*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).*