

**SCT Board of Directors Board Meeting**  
April 23, 2025 at 3:00pm  
Sonoma County Tourism Board Room  
400 Aviation Blvd Suite 500. Santa Rosa, CA 95403  
**Meeting Minutes**

Members: ***Joe Bartolomei, Jennifer Buffo, Thera Buttaro, Margaret Grahame, Keo Hornbostel, Kirstyne Lange, Kirk Lok, Crista Luedtke, Brian Marchi, Brandon Mrkvicka, Tony Pace, Bert Rangel, Caroline Shaw, Tim Zahner, Scott Alonso, , Karim Ikrimah, Andrea Griffin***

Invitees: Ethan Brown, McCall Miller, Denise Aver-Philips, Bill Arnone, Claudia Vecchio, Lori Angstadt, Kelly Bass Seibel, Jonny Westom, Frank Filice, Allie Nordby, Jessica Quigley (recording secretary),

Public: None

Absent: ***Brandon Mrkvicka, Caroline Shaw, Margaret Grahame***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:00pm	N/A	N/A	N/A
Roll Call	<i>Roll call taken for all members</i>	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.	<b>Motion: J. Bartolomei S: C. Shaw to approve the consent items-</b> a) Approval of Agenda: April 23, 2025 b) Approval of BOD Minutes: March 26, 2025 c) Finance & Legal Committee Minutes: March 23, 2025 d) Financials- February 2025  <b>Ayes –12 Nays – 0, Abstentions – 0</b> <i>K. Lok &amp; C. Luedtke not yet present in the meeting</i>			

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<b>Legal Report</b>	B. Arnone updates the Board of Directors that he has been working on the contract for the Intern that SCT will share with the EDC. C. Vecchio will provide other updates.			
<b>Sonoma County Airport (STS) Update</b>	Sonoma County Airport Manager, Jon Stout shares with STS Board of directors an update on current happening at STS. High lights include: 2024 had the highest passenger and flight count. The airport has 12 destinations as of May 1. Currently flying with Alaska, American and Avelo. Airport bar has been remodeled to expand capacity.			
<b>Tourism Insights and Performance Report</b>	Allie Nordby presents current industry and insights. Board of Directors discusses downtrend in International Travel.			
<b>Geopolitical Impact on Tourism-</b> a) <b>Visit California's Canadian Campaign</b>	J. Westom and D. Keller presents slides on the current Geopolitical Impacts on our Tourism- high lights include: Overall cost of Travel Strong US Dollar Policy Volatility & Impact- changing regulations creating			

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<b>b) International Inbound Performance</b> <b>c) How SCT is responding</b>	uncertainty. Geopolitical Tensions Federal Staff cuts- affecting national park visitor experience Prolonged Visa wait times Global Competition  Shared video from Visit California & Newsom, inviting Canadian Travelers.  SCT's response: Focus on domestic market Proximity-driven campaigns Utilize Visit California's "Ultimate Playground" campaign Targeting travel trade focused programs. Focus on Canadian market- stay the course as things start to "normalize". Monitor consumer sentiment Global strategy that will focus on tapping into key markets, UK & Germany. Strengthening partnerships			
<b>Convention Center Project Update</b>	C. Vecchio provides an update on the Convention Center Project. The city of Santa Rosa has entered an agreement with the USL for a soccer stadium. This decreases the chances of the city being able to fund a convention center. The conversation is not completely over, but the project has slowed down a bit and will need to be			

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<b>FY 25-26 Strategic Plan Update</b>	<p>examined for other opportunities in the county.</p> <p>C. Vecchio presents new format for SCT’s strategic plan. Focusing on one year at a time vs two, as the market is ever changing and planning two years out no longer makes sense. The board has no questions or comments on the new format at this time. C Vecchio welcomes feedback any time before it is presented to the county. A draft will be ready next month and committees will have input.</p>			
<b>National Travel &amp; Tourism Week - overview and how Board can be involved.</b> <ul style="list-style-type: none"> <li>a) <b>Signature Experience Lunch</b></li> <li>b) <b>Stars of the Industry</b></li> <li>c) <b>Rapid connections</b></li> </ul>	<p>K. Bass Seibel provides and update on the events happening during National Travel &amp; Tourism Week.</p> <p>Signature Experiences event will take place in the SCT Courtyard on Tuesday May 6. Partners who have been working with Joe Veneto to cultivate their experiences will showcase them in a tradeshow style event. Participants are encouraged to visit each experience, to be entered in a raffle to win one! Board Members are encouraged to join.</p> <p>Stars of the Industry awards night will take place Weds May 7<sup>th</sup> at The Backdrop in Santa Rosa. Please purchase your ticket if you haven’t already.</p> <p>Rapid Connections will take place in the SCT on Thurs</p>			

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	May 8 <sup>th</sup> at the SCT Board Room. This event will held to help partners create partnerships within the industry. Partners will be matched with other businesses in a B2B networking opportunity.			
<b>Board Report</b>	C. Vecchio reviews the Board Report on current happenings with the SCT teams.			
<b>Next Meeting</b>	Next meeting is May 28, 2025 at 3pm.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
<b>Adjourn</b>	4:51pm			