

SCT Board of Directors Board Meeting
May 28, 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, 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: Staff/Volunteers from Visitor Centers

Absent: ***Andrea Griffin, Crita Luedtke, 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	Neysa Hinton, Windsor Visitor Center. Thanks SCT for their support with Visitor Center grants.	N/A	N/A	N/A
Statement of Abstentions	T. Zahner will abstain from the vote for Visitor Center Grant funding.	N/A	N/A	N/A
Approval of Consent Items.	Motion: K. Hornbostel S: C. Shaw to approve the consent items- <ul style="list-style-type: none"> a) Approval of Agenda: May 28, 2025 b) Approval of BOD Minutes: April 23, 2025 c) Finance & Legal Committee Minutes: April 21, 2025 d) Financials- March 2025 e) Governance Committee Minutes- March 4, 2025 f) Revenue Generation Committee Minutes- November 14, 2024 			

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Legal Report	<p>g) Community Engagement Committee Minutes- February 13, 2025</p> <p>Ayes –11 Nays – 0, Abstentions – 0 <i>K. Lok not yet present in the meeting, S. Alonso on Zoom but not voting.</i></p> <p>B. Arnone updates the Board of Directors that he has been working an HR related issue, the BIA contract, the MOU with the EDC for shared intern. No major changes to report.</p>			
<p>FY25-26 Strategic Business Plan (Draft)- FOR POSSIBLE ACTION</p> <p>Committee Reports</p> <p>Governance:</p>	<p>C. Vecchio presents draft of FY25-26 Strategic Plan. SCT has moved to a 1 year plan, as the industry changes quickly and 2 year planning no longer makes sense. The format to the plan has changed slightly with the attempt t make it easier to read. C. Vecchio reviews key points. C. Vecchio encourages feedback from the Board. No feedback is provided.</p> <p>Board and Committee Applications:</p> <p>Benjamin Bailey, GM Hyatt Regency Wine County- Board of Directors Michael Collins, GM Vintners Resort & Spa- Board of Directors</p>			

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Community Engagement Committee	<p>Motion: T. Buttarro, Second: J. Bartolomei to approve Benjamin Bailey & Michael Collins applications for SCT Board of Directors.</p> <p>Ayes- 11 Nays- 0 Abstain-0 <i>K. Lok has not yet joined the meeting, S. Alonso is on zoom and not voting.</i></p> <p>Janelle Meyers, Visit Santa Rosa- Business Development Committee</p> <p>Motion: K. Hornbostel Second: B. Mrkvicka to approve Janelle Meyers application to join the Business Development Committee.</p> <p>Ayes- 11 Nays- 0 Abstain-0 <i>K. Lok has not yet joined the meeting, S. Alonso is on zoom and not voting.</i></p>			
	<p>Visitor Center FY25-26 Operations Grants</p> <p>T. Zahner and D. Aver-Phillips leave the room. K. Bass Seibel provides history on Visitor Center Grant funding and the need to review the application process. The Community Engagement Committee is recommending the same funding amounts as last year. This will leave an additional \$3750 to be used as needs occur throughout the</p>			

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	<p>year.</p> <table><tr><th>Applicant Name</th><th>Recommended Funding FY25-26</th></tr><tr><td>Bodega Bay</td><td>92,330.40</td></tr><tr><td>Cloverdale</td><td>25,500.00</td></tr><tr><td>Fort Ross</td><td>20,000.00</td></tr><tr><td>Geyserville</td><td>4,000.00</td></tr><tr><td>Healdsburg</td><td>5,000.00</td></tr><tr><td>Petaluma</td><td>45,900.00</td></tr><tr><td>Russian River</td><td>142,600.00</td></tr><tr><td>Santa Rosa</td><td>30,600.00</td></tr><tr><td>Sebastopol</td><td>14,189.00</td></tr><tr><td>Sonoma Valley</td><td>62,220.00</td></tr><tr><td>Stewards of the Coast & Redwoods</td><td>33,690.60</td></tr><tr><td>Windsor</td><td>20,400.00</td></tr><tr><td>Total Funding Requested</td><td>496,430.00</td></tr><tr><td>Total Funding Available</td><td>500,000</td></tr><tr><td>Difference</td><td>3,570</td></tr></table> <p>Motion: T Buttaro, Second: K. Lange to approve the recommendations made by the Community Engagement Committee for Visitor Center Operational Grant Funding:</p> <p>Ayes-11, Nays- 0 Abstain-1 <i>K. Lok has joined the meeting, T. Zahner Abstains, S. Alonso is on zoom but not voting.</i></p> <p>T. Zahner & D. Aver Phillips rejoin the meeting.</p>	Applicant Name	Recommended Funding FY25-26	Bodega Bay	92,330.40	Cloverdale	25,500.00	Fort Ross	20,000.00	Geyserville	4,000.00	Healdsburg	5,000.00	Petaluma	45,900.00	Russian River	142,600.00	Santa Rosa	30,600.00	Sebastopol	14,189.00	Sonoma Valley	62,220.00	Stewards of the Coast & Redwoods	33,690.60	Windsor	20,400.00	Total Funding Requested	496,430.00	Total Funding Available	500,000	Difference	3,570			
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Marketing Committee-	<p>Marketing/PR RFP Results: J. Bartolomei, C. Shaw and F. Filice update the Board on the Marketing Committees recommendation to approve Idea Peddler and 20Two Studios as SCT’s new Marketing & PR firms. Motion: K. Hornbostel Second: B. Mrkvicka to approve the recommendation of the marketing committee and hire Idea Peddler and 20Two Studios as SCT’s new Marketing & PR firms. Ayes- 12, Nays-0, Abstain-0</p>			
Revenue Generation Committee-	<p>Expanded Charter- K. Hornbostel & J. Westom provide update from the last Revenue Generation Committee meeting- the committee has recommended to expand the charter so that SCT may explore all opportunities within the county to generate revenue. Motion: K. Hornbostel Second: J. Buffo to approve the recommendation to expand the charter so that the Revenue Generation Committee can explore all opportunities within the county to generate revenue. Ayes-12 Nays-0 Abstain-0</p>			

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Hotel Site Tours + Overall Customer Experience Board Report	<p>J. Westom discusses with the board the need to improve quality of service during Hotel site tours. SCT wants to see these businesses putting their best foot forward. Discussion around the need for site tour training and how SCT can be a resource to help elevate these experiences.</p> <p>Allie Nordby provides industry performance update. C. Vecchio reviews board report.</p>			
Next Meeting	Next meeting is June 25, 2025 at 3pm	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:20pm			