

SCT Board of Directors Board Meeting
June 25, 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 Buttarro, 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: ***Brandon Mrkvicka, Brian Marchi, Caroline Shaw, Crista Luedtke, Joe Bartolomei, Kirk Lok, Kirstyne Lange, Margaret Grahame***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:03pm	N/A	N/A	N/A
Roll Call	<i>Roll call taken for all members</i>	N/A	N/A	N/A
Public Comment		N/A	N/A	N/A
Statement of Abstentions		N/A	N/A	N/A
Approval of Consent Items.	Motion: T. Buttarro S: T. Zahner to approve the consent items- a) Approval of Agenda: June 25, 2025 b) Approval of BOD 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			

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Legal Report	items j & k were removed from the vote, as they are not ready to be voted on. Ayes –5 Nays – 0, Abstentions – 0 <i>M. Grahame, M. Collins, B. Bailey & A. Griffin not yet present in the meeting</i> B. Arnone performs Oath of Office for M. Collins & B. Bailey. Other updates include work on the Marketing & PR contracts, a public records request regarding the Marketing & PR RFP, and conversations with the county regarding County Appointed board members.			
Industry Performance Update-Longwoods report FY25-26 Board of Directors Slate & Meeting Schedule – FOR POSSIBLE ACTION	A. Norby gives Industry Performance update providing data from the Longwoods Report. K. Hornbostel reviews the FY25-26 Board of Directors Slate & FY25-26 Meeting Schedule with Board Members. Motion: M. Collins, Second: B. Bailey to approve the FY25-26 Board of Directors Slate. Ayes- 9 Nays-0 Abtain-0 <i>M. Grahame, M. Collins, B. Bailey & A. Griffin have joined the meeting. T. Zahner has stepped out.</i>			

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FY25-26 Budget- FOR POSSIBLE ACTION	Motion: J. Buffo, Second: A. Griffin to approve the FY25-26 Meeting Schedule. Ayes- 9 Nays-0 Abtain-0 <i>M. Grahame, M. Collins, B. Bailey & A. Griffin have joined the meeting. T. Zahner has stepped out.</i>			
	L. Angstadt presents the FY25-26 Budget. Motion: T. Buttaro, Second: M. Grahame to approve the FY 25-26 Budget as presented. Ayes- 9 Nays-0 Abtain-0 <i>M. Grahame, M. Collins, B. Bailey & A. Griffin have joined the meeting. T. Zahner has stepped out.</i>			
FY25-26 Strategic Business Plan- FOR POSSIBLE ACTION	C.Vecchio reviews the final draft of the FY25-26 Strategic Business plan. This will be a 1 year plan (different from 2 year plans done previous) as the industry is too difficult to predict 2 years out. One year business plan makes more sense. No comments from the Board Members. Motion: B. Bailey, Second: M. Collins to approve the FY 25-26 Strategic Business plan as presented. Ayes- 9 Nays-0 Abtain-0 <i>M. Grahame, M. Collins, B. Bailey & A. Griffin have joined the meeting. T. Zahner has stepped out.</i>			

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Crisis Plan Update	C.Vecchio reviews SCT's crisis plan as it has been updated with new staff. This plan/template is available to all partners on our website. SCT works hard to take quick action during a crisis.			
Committee Reports- Marketing Campaign Update/Old Caz Brand Partnership	F. Filice shares brand partnership with Old Caz beer, presents a video of the beer launch event and the idea behind "Beer Country". Additional updates on NEAR paid advertising.			
Board Report	C.Vecchio reviews the Board Report.			
Next Meeting	Next meeting is August 27, 2025, no meeting in July	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:30pm			