



**SONOMA COUNTY TOURISM MARKETING COMMITTEE NOTICE & AGENDA**  
**Wednesday, August 27, 2025, 12:30 PM – 2:00 PM In-Person at SCT Offices**  
**400 Aviation Blvd. Ste. 500, Santa Rosa, CA**

ZOOM: <https://us02web.zoom.us/j/82496907528>

Meeting ID: 824 9690 7528

Name	400 Aviation Blvd., Santa Rosa, CA, 95403
NONE	

**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.

- 1) Meeting Call to Order Caroline Shaw/Joe Bartolomei
- 2) Roll Call Caroline Shaw/Joe Bartolomei
- 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.* Caroline Shaw/Joe Bartolomei
- 4) Statement of Abstentions Caroline Shaw/Joe Bartolomei
- 5) Approval of Consent Items: Caroline Shaw/Joe Bartolomei
  - a) Approval of Agenda: August 27, 2025
  - b) Approval of Meeting Minutes: May 21, 2025
- 6) Sponsorship Process Update & Timeline – FOR POSSIBLE ACTION Frank Filice/Kristen Madsen
- 7) FY 25/26 Chart of Work – FOR POSSIBLE ACTION Frank Filice
- 8) New Agencies Introduction/Brand Integration IdeaPeddler, 20Two Studio
- 9) 30/60/90 Day Plan Review IdeaPeddler, 20Two Studio
- 10) Next Meeting: November 12, 2025 Caroline Shaw/Joe Bartolomei
- 11) Adjourn Caroline Shaw/Joe Bartolomei

*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 Josh Wagner: [jwagner@sonomacounty.com](mailto:jwagner@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 Josh Wagner at (707)522-5807 or [jwagner@sonomacounty.com](mailto:jwagner@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).*