



SONOMA COUNTY TOURISM BOARD OF DIRECTORS
BOARD MEETING NOTICE & AGENDA
REGULAR MEETING
Wednesday October 29, 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/83426727804?pwd=sqaMPTnpE6Zu75nlHbaRdoOacacQVz.1>

Meeting 834 2672 7804 Passcode: 960292 Dial by Location: 1 669 900 6833

Name	Address at which member will attend
Benjamin Bailey	170 Railroad St, Santa Rosa, CA 95401

- 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: October 29, 2025
 - b) Approval of BOD Minutes: October 1, 2025
 - c) Finance & Legal Committee Minutes: September 29, 2025
 - d) July & August 2025 Financials
 - e) Governance Committee Minutes: August 5, 2025
- 6) Legal Report B. Arnone
- 7) Oath of Office: B. Arnone

Christopher Hunsberger – SCT Board of Directors
- 8) Industry Performance Update A. Nordby
- 9) Finding Sonoma County's Competitive Advantage – **FOR POSSIBLE ACTION**
 - a. Review of visitor data K. Hornbostel
 - b. Board discussion around the wine industry – challenges, opportunities, determination of its place in the balance of the tourism ecosystem C. Vecchio

c. Prep for upcoming conversations with the boards of the Sonoma County Vintners and the Sonoma County Winegrowers (beginning Nov. 19)

10) Committee Reports – **FOR POSSIBLE ACTION**

A. Governance

B. Marchi

a. Jon Stout- Ex-Officio Board Member

B. Finance & Legal

a. Allow SCT to enter into negotiations for new office space

L. Angstadt/B. Mrkvicka

11) Board Report

C. Vecchio

12) What's New & Noteworthy?

Board Members

13) Next Meeting – November 19, 2025. 3pm. SCT Board Room

K. Hornbostel

Mark your calendars for the 2025 Board/Committees Holiday Party

December 16, 2025 at Vinarosa

14) Adjourn to All Hallows Hallway for a Haunted Halloween Reception...

K. Hornbostel

If you dare!

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 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 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).