

SCT Board of Directors Board Meeting
August 27, 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), Idea Peddler, 20Two Studios, Noble, John Kennedy, Christopher Hunsberger

Public:

Absent: ***Brandon Mrkvicka, Kirstyne Lange, Tim Zahner (on zoom, not voting)***

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: B. Marchi Second: C. Luedtke to approve the consent items- a) Approval of Agenda: August 27, 2025 b) Approval of BOD Mintes: June 25, 2025 c) Finance & Legal Committee Mintes: June 23, 2025 d) Financials- May 2025 e) Governance Committee Minutes: June 10, 2025 f) Community Engagement Committee Minutes: June 12, 2025 h) Marketing Committee Meeting Minutes: May 21, 20254 i) Executive Committee Meeting Minutes: July 10, 2025			

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Legal Report	Ayes –11 Nays – 0, Abstentions – 0 <i>C. Shaw, K. Lok, S. Alonso & K. Irkimah have not yet joined the meeting. T. Zahner is on zoom but not voting.</i> B. Arnone updates the committee on the work he has done on advising SCT on how to comply with public record requests and how to update language in our RFP for future contracts. B. Arnone has also advised on how SCT Committees can determine their own processes.			
Industry Performance Update-Longwoods report	A. Norby gives Industry Performance update.			
Looking Towards the Future	A. Introduction to Marketing/PR Agencies SCT’s new Marketing and PR Firms, Idea Peddler & 20Two Studio make introductions. Noble, SCT’s website partner, also makes introductions. Each group shares a 30, 60, 90 day plan. B. Identifying Sonoma County’s Competitive Edge			

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Committee Report- FOR POSSIBLE ACTION	Carl Ribaudo presents the Blue Ocean Strategy to the board and discusses the concept of finding the competitive advantage to marketing Sonoma County. Carl will continue to work with the word and staff at the next Board Meeting and Annual meeting to develop strategy. Governance Committee: John Kennedy- Board of Directors. Brian Marchi presents John Kennedy’s application for the Board of Directors, as accepted by the Governance Committee. Motion: C. Luedtke, Second: C. Shaw to approve John Kennedy’s application for the Board of Directors as accepted by the Governance Committee> Ayes-14, Nays-0 Abstain-0 <i>S. Alonso, C. Shaw, K. Lock, K. Irkmah have joined the meeting. B. Bailey has left the meeting. T Zahner is on zoom and not voting.</i> Michael Collins- Finance & Legal Committee Motion: J. Bartolomei, Second: C. Shaw to approve Michael Collins application for the Finance & Legal Committee as accepted by the Governance Committee. Ayes-14, Nays-0 Abstain-0			

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Annual Board Meeting Board Report	<i>S. Alonso, C. Shaw, K. Lock, K. Irkma have joined the meeting. B. Bailey has left the meeting. T Zahner is on zoom and not voting.</i> Brian Marchi shares that Christopher Hunsberger has been approved by the County as a Countywide TOT Board Appointee. New Board Members will be sworn in at the next Board Meeting on October 1, 2025. Claudia Vecchio reviews the agenda for the Annual Meeting. Claudia Vecchio covers some highlights from the monthly Board Report. Sharing some new projects that the Community Engagement and Business Development team have been working on.			
Next Meeting	Next meeting is October 1, 2025 at 10:30am at Sonoma State University. Annual Meeting to follow.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:46pm			