



SONOMA COUNTY TOURISM BOARD OF DIRECTORS
BOARD MEETING NOTICE & AGENDA
REGULAR MEETING
Wednesday November 19, 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/88974910414?pwd=mqEF3mpZDW0kyubBn0xQGBA3hmmIC6.1>

Meeting 889 7491 0414 Passcode: 964914 Dial by Location: 1 669 900 6833

Name	Address at which member will attend

- | | |
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| 1) Meeting Call to Order | K. Hornbostel |
| 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable | K. Hornbostel |
| 3) Public Comment - <i>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.</i> | K. Hornbostel |
| 4) Statement of Abstentions | K. Hornbostel |
| 5) Consent Items – FOR POSSIBLE ACTION | K. Hornbostel |
| a) Approval of Agenda: November 19, 2025 | |
| b) Approval of BOD Minutes: October 29, 2025 | |
| c) Finance & Legal Committee Minutes: October 27, 2025 | |
| d) Governance Committee Minutes: October 14, 2025 | |
| e) Vacation Rental Committee Minutes: June 12, 2025 | |
| f) Community Engagement Committee Minutes: August 14, 2025 | |
| g) Revenue Generation Committee Minutes: July 10, 2025 | |
| h) Financials September 2025 | |
| 6) Wine Tourism Conversation – Study Session (90 minutes) | K. Hornbostel
K. Madsen - Facilitator |
| 1. Insights: | |
| Wine Business Monthly - 2025 Tasting Room Survey | Andrew Adams
Wine Business Monthly |
| Sonoma County Winegrowers Industry Survey | Karissa Kruse
Sonoma County Winegrowers |
| Tourism 2024 Visitor Survey, 2025-26 Trends | Claudia Vecchio
Sonoma County Tourism |

2. Input from those in attendance regarding industry challenges and opportunities
3. Respective roles of our three organizations as they pertain to wine tourism
4. Open discussion/next steps

BRIEF BREAK

- | | |
|--|------------------------------------|
| 7) Legal Report
Oath of Office – Jon Stout | B. Arnone |
| 8) Committee Reports – FOR POSSIBLE ACTION | |
| A. Marketing Committee
FY25-26 Special Event Sponsorship Funding Allocation | J. Bartolomei/C. Shaw
F. Filice |
| B. Governance
Jennifer Liesback - Business Development Committee | B. Marchi |
| 9) What's New & Noteworthy? | Board Members |
| 10) Next Meeting – January 28, 2025, 3pm. SCT Board Room
Mark your calendars for the 2025 Board/Committees Holiday Party
December 16, 2025, 5 p.m. at Vinarosa | K. Hornbostel |
| 11) Adjourn | K. Hornbostel |

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).