



**SONOMA COUNTY TOURISM GOVERNANCE COMMITTEE NOTICE & AGENDA
REGULAR MEETING**

**Tuesday November 18, 2025 at 1:00 pm In-Person SCT Offices
400 Aviation Blvd. Ste. 500, Santa Rosa, CA 95403**

ZOOM <https://us02web.zoom.us/j/88665490584?pwd=ZnPa1pLl6oV9R3s94Vsl7D9cwsbpxH.1>

DIAL IN OPTION: +1 669 444 9171 US Meeting ID 886 6549 0584 Passcode: 984559

Name	Address at which member will attend

- 1) Meeting Call to Order Brian Marchi
- 2) Roll Call (must be taken verbally if meeting telephonically) Brian Marchi
- 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.*
- 4) Statement of Abstentions Brian Marchi
- 5) Approval of Consent Items: Brian Marchi
 - a) Approval of Agenda: November 18, 2025
 - b) Approval of Minutes: October 14, 2025
- 6) Legal Report Bill Arnone
- 7) Bylaws Review- **FOR POSSIBLE ACTION** Bill Arnone
- 8) Committee Commission Statements and/or Charts of Work FY25-26 - **FOR POSSIBLE ACTION** Brian Marchi
 - a) Finance & Legal
 - b) Marketing
 - c) Business Development
 - d) Community Engagement
 - e) Revenue Generation
- 9) Determine the approach/potential questions for the board survey Brian Marchi
- 10) Board and Committee Appointments - **FOR POSSIBLE ACTION** Brian Marchi
 - a) Jennifer Liebsack- Business Development Committee
- 11) Board Matrix Discussion Brian Marchi
- 12) What's New and Noteworthy? Committee
- 13) Next Meeting: January 13, 2025 at 11am Brian Marchi
- 14) Adjourn Brian Marchi

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).