



SONOMA COUNTY TOURISM
BUSINESS DEVELOPMENT COMMITTEE NOTICE & AGENDA
Thursday, December 18, 2025, 3:00 PM
Sonoma County Tourism Office
400 Aviation Blvd. Ste. 500, Santa Rosa, CA 95403

Join Zoom Meeting:

<https://us02web.zoom.us/j/85663107813?pwd=B6l1YQ00qYqvp5sgp8wjSOftKD93uc.1>

Meeting ID: 856 6310 7813 **Passcode:** 811556 **Dial by your location:** +1 669 900 6833 US (San Jose)

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.

Name	Address at which member will attend

- | | |
|---|-------------------|
| 1) Meeting Call to Order | Jennifer Buffo |
| 2) Roll Call (must be done verbally with teleconference call) | Jennifer Buffo |
| 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. | Jennifer Buffo |
| 4) Statement of Abstentions | Jennifer Buffo |
| 5) Approval of Consent Items: <ul style="list-style-type: none">a. Approval of Agenda: December 18, 2025b. Approval of Minutes: September 18, 2025 | Jennifer Buffo |
| 6) Discussion: Committee Member Roundtable
<i>Property performance/updates, questions, ideas</i> | Jennifer Buffo |
| 7) Presentation: SCT Research | Allie Nordby |
| 8) Business Development Discussion: <ul style="list-style-type: none">a. SCT Team Updates: markets, deployment, leads, and booked businessb. Committee Discussion: Committee member deployment and recommendations | SCT BD Team |
| 9) Review: Upcoming FY25-26 Travel and Partner Opportunities | SCT Staff |
| 10) Committee Updates | Committee Members |
| 11) Next Meeting: February 19, 2026, 3:00 PM | Jennifer Buffo |
| 12) Adjournment | Jennifer Buffo |

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 Lauren Kilcullen: lkilcullen@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 Tahlia Suggs (707) 522-58XX or tsuggs@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).