

SCT Board of Directors Board Meeting
October 29, 2025 at 10:30am
Sonoma County Tourism Board Room
400 Aviation Blvd, Suite 500. Santa Rosa, CA 95403
Meeting Minutes

Members: ***Joe Bartolomei, Jennifer Buffo, Thera Buttaro, 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, John Kennedy, Christopher Hunsberger***

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),

Public:

Absent: ***Benjamin Bailey, Bert Rangel, Brandom Mrkvicka, Crista Luedtke, Karim Ikrimah***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:00	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: A. Griffen Second: B. Marchi to approve the consent items- 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			

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<p>Legal Report</p> <p>Oath of Office</p>	<p>Ayes –14 Nays – 0, Abstentions – 0 <i>K. Lok has not yet joined the meeting</i></p> <p>B. Arnone reports he helped with the MindTrip contract, answered questions about the Event Sponsorship Pee review process and the need for an NDA, and that the 20Two studios contract has been cancelled.</p> <p>B. Arnone performs the Oath of Office for Christopher Hunsberger.</p>			
Industry Performance Update- Longwoods report	A. Norby gives Industry Performance update.			

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Finding Sonoma County's Competitive Advantage- FOR POSSIBLE ACTION a. Review visitor data b. Board Discussion around wine industry-challenges, opportunities, determination of its place in the balance of the tourism ecosystem	<p>K. Hornbostel and C. Vecchio lead the Board in a discussion/brainstorm exploring how wine fits into our current tourism ecosystem.</p> <p>K. Hornbostel presents some questions to get the conversation going. Robust discussions on how to raise awareness for the wine industry, what SCT's role is in marketing, how to elevate experiences, educate staff, ensure that wine feels inclusive to all who wish to participate, how marketing funds should be used etc. Vecchio lets the Board know this is just the first of many discussions, conversations will continue at future board meetings and may include wine partners.</p>			
Committee Reports a. Governance- Jon Stout Ex-Officio Board Member	<p>Brian Marchi shares with the Board that Governance has accepted Jon Stout as an ex-officio board member for full board approval. The need for representation from the airport is an important part of tourism.</p> <p>Motion: T. Buttarro, Second. C. Hunsberger to accept Jon Stout as an Ex-Officio Board member.</p> <p>Ayes-15 Nays-0 Abstain-0</p>			

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B. Finance & legal- Allow SCT to enter into negotiations for new office space Board Report	<i>K. Lok has joined the meeting</i> This agenda items is skipped, as this is no longer necessary. Vecchio reviews monthly board report with Board. Highlighting that SCT's new AI tool LOU has been launched.			
Next Meeting	Next meeting is November 19, 2025 at 3pm in the SCT Board Room.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements
Adjourn	4:53pm			