

SONOMA COUNTY
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SONOMA COUNTY TOURISM BOARD OF DIRECTORS

BOARD MEETING NOTICE & AGENDA

REGULAR MEETING

Wednesday January 28, 2026 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/88380880607?pwd=iUs9s8EEnHWINISR7tPnB8CaKS9OUp.1>

Meeting ID: 883 8088 0607 Passcode: 271437 Dial by Location: 1 669 900 6833

Name	Address at which member will attend

- 1) Meeting Call to Order K. Hornbostel
- 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable K. Hornbostel
- 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.* K. Hornbostel
- 4) Statement of Abstentions K. Hornbostel
- 5) Consent Items – **FOR POSSIBLE ACTION** K. Hornbostel
 - a) Approval of Agenda: January 28, 2026
 - b) Approval of BOD Minutes: November 19, 2025
 - c) Finance & Legal Committee Minutes: November 17, 2025
 - d) Governance Committee Minutes: November 18, 2025
 - e) Marketing Committee Minutes: November 12, 2025
 - f) FY25-26 Committee Charts of Work
 - Governance
 - Finance & Legal
 - Marketing
 - Business Development
 - Community Engagement
- 6) Legal Report B. Arnone
- 7) FY24-25 Audit Presentation – **FOR POSSIBLE ACTION** Sorren (audit firm)/
B. Mrkvicka/L. Angstadt

8) Committee Reports – **FOR POSSIBLE ACTION**

A. Governance

Bylaws - Slight revisions

Benjamin Bailey, Revenue Generation Committee
SCHA Evolution

B. Marchi/B. Arnone/
K. Hornbostel

9) Board Retreat (March 25, 2026) – Topics, Agenda
Wine Tourism Conversations

K. Hornbostel/C. Vecchio

10) FY25-26 Plan Update

C. Vecchio

11) What's New & Noteworthy?

Board Members

12) Next Meeting – February 25, 2026 at 3pm

K. Hornbostel

13) 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).