

SCT Board of Directors Board Meeting

November 19, 2025 at 3pm

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), Executive Committee Sonoma County Vintners, Executive Committee Sonoma County Winegrowers, Andrew Adams- Wine Business Monthly

Public:

Absent: ***Brandon Mrkvicka, Christopher Hunsberger, Kirk Lok,***

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> A. Griffen is on zoom and will not be voting	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: K. Lange Second: C. Shaw to approve the consent items- 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			

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	<p>g) Revenue Generation Committee Minutes: July 10, 2025 h) Financials September 2025</p> <p>Ayes –16 Nays – 0, Abstentions – 0</p>			
Wine Tourism Conversation- Study Session 1. Insights- Wine Business Monthly – 2025 Tasting Room Survey Sonoma County Wine Growers- Industry Survey	<p>A. Norby gives Industry Performance update.</p> <p>Andrew Adams with Wine Business Monthly presents information from a recent Tasting Room Survey.</p> <p>Karissa Krus with Sonoma County Winegrowers presents information from a recent Industry Survey.</p>			

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Tourism 2024 Visitor Survey 25-26 Trends	Claudia Vecchio presents information from 2024 Visitor Survey and discusses trends for 25-26 year.			
2. Input from those in attendance regarding industry challenges & opportunities	Kristen Madsen leads the group through a discussion on industry challenges & opportunities. Discussion around cost of labor, need for education/training, state and government regulations, supply chain, consumer income, etc.			
3. Respective roles of our three organizations as they pertain to wine tourism	Kristen Madsen leads the group through an exercise to help define roles and expectations in the wine industry. Two questions are asked about what your organization and contribute and what you think the other organizations can contribute.			
Legal Report	Bill Arnone performs oath of Office for Jon Stout.			
Committee Reports- FOR POSSIBLE ACTION	Marketing Committee- Event Sponsorship Funding Allocations Kristen Madsen provides an update on the event			

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	<p>sponsorship allocations that were recommended by the peer reviewers and accepted by the Marketing Committee.</p> <p>Sonoma International Film Fest = \$12,500 Healdsburg Wine & Food Exp. = \$12,500 Levi's GranFondo = \$10,000 Barrel Weekend = \$10,000 Healdsburg Jazz Festival = \$7,500 Passport to Dry Creek Valley = \$7,500 Gravenstein Apple Fair = \$5,000 Sonoma County Pride = \$2,500 Broadway Under the Stars = \$2,500 Women's Weekend Russ. River = \$2,500 Cotati Accordion Festival = \$2,500</p> <p>Motion: B. Marchi, Second: T. Buttaro to approve the recommended allocations for the Event Sponsorship grants.</p> <p>Ayes -16 Nays-0 Abstain-0</p> <p>Governance Committee Jennifer Liesback, Business Development Committee.</p> <p>Brian Marchi presents Jennifer Liesback application for the Business Development Committee.</p> <p>Motion: B. Marchi, Second: J. Bartolomei to approve Jennifer Liesback's application for the Business Development committee.</p>			

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	Ayes- 16, Nays-0 Abstain-0			
Next Meeting	Next meeting is January 28, 2026 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	5:05pm			