



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

**Wednesday January 21, 2026 at 11:00 am In-Person SCT Offices
400 Aviation Blvd. Ste. 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.*

ZOOM <https://us02web.zoom.us/j/89800600468?pwd=TNPA7OL3EQOmmZBsRazibb6fla2GgV.1>

DIAL IN OPTION: +1 669 444 9171 US Meeting ID 898 0060 0468 Passcode: 168998

Name	Address at which member will attend
Christopher Hunsberger	3100 San Pablo Ave, Suite 420. Berkeley, CA 94702

- 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:
 - a) Approval of Agenda: January 21, 2026
 - b) Approval of Minutes: November 18, 2025
- 6) Legal Report Bill Arnone
- 7) Board Survey – **FOR POSSIBLE ACTION** Brian Marchi
- 8) Board Retreat Planning – **FOR POSSIBLE ACTION** Brian Marchi
 - o Follow up on past retreat goals
 - o Provide direction to staff on facilitator, date, content, site
- 9) Review mid-year attendance and update board at February Board of Directors meeting Brian Marchi
- 10) Board and Committee Appointments - **FOR POSSIBLE ACTION** Brian Marchi
 - a) Benjamin Bailey – Revenue Generation Committee
- 11) Sonoma County Hospitality Association – **FOR POSSIBLE ACTION** Keo Hornbostel/
K. Bass Seibel
 - a) Organizational Restructuring
 - b) Government Relations Programming/Budget
- 12) Board Matrix Discussion Brian Marchi
- 13) What's New and Noteworthy? Committee
- 14) Next Meeting: February 3, 2026 at 11am 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).