



**SONOMA COUNTY TOURISM BOARD OF DIRECTORS**  
**BOARD MEETING NOTICE & AGENDA**  
**REGULAR MEETING**  
**Wednesday February 25, 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/89957463056?pwd=mmhKmpeolRHS9ambdhgaSTPqiNiLvb.1>

Meeting ID899 5746 3056 Passcode: 242742 Dial by Location: 1 669 900 6833

Name	Address at which member will attend
Caroline Shaw	600 Yosemite Ave, Modesto CA 95351

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 1) Meeting Call to Order                                                                                                                                                                       | K. Hornbostel            |
| 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable                                                                                                                    | K. Hornbostel            |
| 3) Public Comment - <i>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.</i> | K. Hornbostel            |
| 4) Statement of Abstentions                                                                                                                                                                    | K. Hornbostel            |
| 5) Consent Items – <b>FOR POSSIBLE ACTION</b>                                                                                                                                                  | K. Hornbostel            |
| a) Approval of Agenda: February 25, 2026                                                                                                                                                       |                          |
| b) Approval of BOD Minutes: January 28, 2026                                                                                                                                                   |                          |
| c) Finance & Legal Committee Minutes: January 26, 2026                                                                                                                                         |                          |
| d) Revenue Generation Committee Minutes: November 18, 2025                                                                                                                                     |                          |
| e) Community Engagement Committee Minutes: November 6, 2025                                                                                                                                    |                          |
| f) Vacation Rental Committee Minutes: November 6, 2025                                                                                                                                         |                          |
| g) Vacation Rental Committee – Chart of Work                                                                                                                                                   |                          |
| h) Financials – November & December 2025                                                                                                                                                       |                          |
| 6) Legal Report                                                                                                                                                                                | B. Arnone                |
| a) Form 700 Reminder – April 1 deadline                                                                                                                                                        |                          |
| 7) Industry Performance Update                                                                                                                                                                 | Allie Nordby             |
| 8) Resident Survey Results                                                                                                                                                                     | K. Bass Seibel/A. Nordby |

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|------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| 9) Sonoma Valley Update                                                                                    | Tim Zahner<br>Sonoma Valley Visitors Bureau |
| 10) Blue Ocean Strategy/Board Discussion – Next Steps                                                      | Carl Ribaud                                 |
| 11) Committee Reports – <b>FOR POSSIBLE ACTION</b>                                                         |                                             |
| a) Finance & Legal – SCT Office Lease 3558 Round Barn Blvd.                                                | K. Hornbostel/C. Vecchio                    |
| 12) Graton Partnership Agreement Update                                                                    | J. Westom/B. Arnone                         |
| 13) Board Report                                                                                           | C. Vecchio                                  |
| 14) What’s New & Noteworthy?                                                                               | Board Members                               |
| 15) Next Meeting – Board Retreat, March 25, 2026 at 9 a.m. (9 a.m. – 5 p.m.)<br>Hyatt Regency Wine Country | K. Hornbostel                               |
| 16) 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](mailto: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](mailto: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).*