



SONOMA COUNTY TOURISM
SPECIAL-JOINT MEETING OF THE BOARD OF DIRECTORS
AND THE REVENUE GENERATION COMMITTEE NOTICE & AGENDA
February 3, 2026 at 10am In-Person, SCT Board Room
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.

Table with 2 columns: Name, Address at which member will attend. Row 1: NONE, (empty)

ZOOM: https://us02web.zoom.us/j/85276584900?pwd=Niy17ERAOtJbRqtwTsbpbr4bXLaTmA.1

Meeting ID 852 7658 4900 Passcode: 426552 +1 669 900 6833 US (San Jose)

- 1) Meeting Call to Order - Keo Hornbostel
2) Roll Call (must be taken verbally for teleconference calls) - Keo 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. - Keo Hornbostel
4) Statement of Abstentions - Keo Hornbostel
5) Approval of Consent Items: - Keo Hornbostel
a) Approval of Agenda: March 3, 2026
b) Approval of Minutes: February 3, 2026
6) Legal Report - Bill Arnone
7) Discussion: - J. Westom/ K. Bass Seibel
a) SCT / County of Sonoma TOT Agreement
b) 1989 and 1994 district options – FOR POSSIBLE ACTION
8) Committee Member Reports - Committee Members
9) Next meeting: April 7, 2026, at 10:00 a.m. - Keo Hornbostel
10) Adjourn - Keo 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).*