



**SONOMA COUNTY TOURISM VACATION RENTAL COMMITTEE NOTICE & AGENDA
REGULAR MEETING**

**Thursday, February 12, 2026, 3 p.m., 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.*

The committee meeting may be accessed remotely via this Zoom link:

<https://us02web.zoom.us/j/88900241213?pwd=SwbT08woEYXQ9dXZoP28CcPCRptkle.1>

DIAL IN OPTION: +1 669 900 6833 US (San Jose) Meeting 889 0024 1213 Passcode: 215548

Name	Address at which member will attend
Donna Martinez	175 Santa Barbara, Irvine CA 92606

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|--|-----------------------|
| 1) Meeting Call to Order | Thera Buttaro |
| 2) Roll Call (must be taken verbally if meeting telephonically) | Thera Buttaro |
| 3) Public Comment – <i>This is the time for public comment on both items listed and not listed in this agenda, but that fall within the jurisdiction of this body.</i> | Thera Buttaro |
| 4) Statement of Abstentions | Thera Buttaro |
| 5) Approval of Consent Items: | Thera Buttaro |
| a) Approval of Today's Agenda: February 12, 2026 | |
| b) Approval of Minutes: November 6, 2025 | |
| 6) Vacation Rental Sector Research Update | Allie Nordby |
| 7) Vacation Rental Symposium- Feb 20
Agenda
Additional topics for discussion? | K. Bass Seibel |
| 8) FY25-26 Committee Chart of Work – FOR POSSIBLE ACTION | Thera Buttaro |
| 9) Quarterly Newsletter – Feedback/Topics | Thera Buttaro/Members |
| 10) Next Meeting – June 11, 2026 at 3pm | Thera Buttaro |
| 11) Adjourn | Thera Buttaro |

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).