



**SONOMA COUNTY TOURISM BOARD OF DIRECTORS
BOARD MEETING NOTICE & AGENDA
REGULAR MEETING
Wednesday March 25, 2026 9:00 am
Hyatt Regency Sonoma Wine County, Russian River Valley
170 Railroad St. Santa Rosa, CA 95401**

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.*

- 1) Meeting Call to Order K. Hornbostel

- 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable K. 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.* K. Hornbostel

- 4) Statement of Abstentions K. Hornbostel

- 5) Consent Items – **FOR POSSIBLE ACTION** K. Hornbostel
 - a) Approval of Agenda: March 25, 2026
 - b) Approval of BOD Minutes: February 25, 2026
 - c) Finance & Legal Committee Minutes: February 23, 2026
 - d) Revenue Generation Committee Minutes: February 3, 2026
 - e) Governance Committee Minutes: January 21, 2026
 - f) Financials – January 2026

- 6) Legal Report B. Arnone

- 7) Committee Reports- **FOR POSSIBLE ACTION** B. Marchi
 - Governance- Board and Committee Appointment
 - a) Brian Marchi- Finance & Legal Committee
 - b) Benjamin Bailey- Business Development, Co- Chair
 - c) Ex Officio Role for Regional Parks on the Board of Directors

- 8) FY26-27 Report for the County- **FOR POSSIBLE ACTION** C. Vecchio

ADJOURN BOARD MEETING TO THE RETREAT

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| 9) FY26-27 Bridge Plan Update | C. Vecchio |
| 10) Board Survey Results & Discussion | K. Madsen |
| WORKING LUNCH | |
| 11) Wine County for all of Us, Programming Update
Wheel the World
Seven Secrets of Inclusive Hospitality | C. Vecchio/K. Hornbostel |
| 12) Blue Ocean Strategy Discussion | C. Ribaudó |
| 13) Next Meeting – April 22, 2026 at 3pm
SCT Office – 400 Aviation Blvd (Board meeting 3 – 4:30, 4:30 - Reception) | K. Hornbostel |
| 14) Adjourn to Reception | 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 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).