SCT Board of Directors Board Meeting
February 25, 2026 at 3pm
Sonoma County Tourism Board Room
400 Aviation Blvd, Suite 500. Santa Rosa, CA 95403
Meeting Minutes

Members: ***Joe Bartolomei, Jennifer Buffo, Thera Buttaro, Margaret Grahame, Keo Hornbostel, Kirstyne Lange, Kirk Lok, Crista Luedtke, Brian Marchi, Brandon Mrkvicka, Bert Rangel, Caroline Shaw, Tim Zahner, Scott Alonso, , Karim Ikrimah, Andrea Griffin, John Kennedy, Christopher Hunsberger***

Invitees: Ethan Brown, McCall Miller, Denise Aver-Philips, Jon Stout, Bill Arnone, Claudia Vecchio, Lori Angstadt, Kelly Bass Seibel, Jonny Westom, Frank Filice, Allie Nordby, Jessica Quigley (recording secretary), Roxanne Shockey- Sorren (auditor)

Public:

Absent: ***Andrea Griffin (zoom not voting, Karim Ikrimah (zoom not voting), Kirstyne Lange***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:00	N/A	N/A	N/A
Roll Call	*Roll call taken for all members*	N/A	N/A	N/A
Public Comment		N/A	N/A	N/A
Statement of Abstentions		N/A	N/A	N/A
Approval of Consent Items.	**Motion: J. Buffo, Second: B. Marchi to approve the consent items-** 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			

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	g) Vacation Rental Committee – Chart of Work h) Financials – November & December 2025 **Ayes –16 Nays – 0, Abstentions – 0** *K. Lok & C. Luedtke have not yet joined the meeting. A. Griffin and K. Ikrimah are on zoom, but not noting.*			
Legal Update	Bill Arnone reminds the Board that Form 700 is due April 1. Graton Casino Contract has been signed. The lease for SCT's new office has been signed and he is helping SCHA work on their reconfiguration.			
Industry Performance Update **Resident Survey Results**	Allie Nordby provides a brief industry performance update. Allie Nordby and Kelly Bass Seibel present results from the Resident Survey. The goal was to collect 400 responses. Almost 900 responses were collected. New avenues of outreach were used and the results were positive. In general, Sonoma County Residents seem to understand the economic impact and importance of tourism. This information is helpful in continue to connect with our local communities and provide education and out reach.			

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Sonoma Valley Update	Tim Zahner, director of the Sonoma Valley Visitor center presents an update on the Sonoma Valley Annual Meeting.			
Blue Ocean Strategy/Board Discussion- Next Steps	Carl Ribaudo leads the group through a series of questions about defining the culture of Sonoma County. Blue Ocean Strategy conversations will continue at the Board Retreat next month. The goal is to develop this this strategy to implement by the Annual Meeting in Sept/Oct.			
Committee Reports- FOR POSSIBLE ACTION	Finance & Legal Committee Claudia Vecchio & Lori Angstadt share the details of the lease for a new office space for the SCT team. This lease has been approved by the Finance & Legal Committee and will save the organization approximately $1million in 10 years. **Motion: J. Buffo, Second: B. Mrkvicka to approve the lease for the new office, as approved by Finance & Legal Committee.** **Ayes-17 Nays-0 Abstain-0** K. Lok & C. Luedtke have joined the meeting. M. Collins has left the meeting.			

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Graton Casino Partnership Agreement Update	Jonny Westom and Bill Arnone share with the Board that the Casino has signed the contract for a paid partnership. Stars of the Industry will be held there on June 10, 2026			
Board Report	Claudia Vecchio provides monthly updates from each program.			
What's new & Noteworthy	Restraunt week is happening, Stars of the Industry nominations will remain open longer. Wheel the World is launching next week and the Visitor Guide is launching on the 23rd.			
Next Meeting	Next meeting is March 25, 2026 at 9pm at the Hyatt for the annual Board Retreat.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting requirements

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Adjourn	4:55pm			