



**SONOMA COUNTY TOURISM GOVERNANCE COMMITTEE NOTICE & AGENDA  
REGULAR MEETING**

**Thursday April 9, 2026 at 10:00 am 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.*

ZOOM <https://us02web.zoom.us/j/84588873476?pwd=AkYZ4T9BtyVqaMTOUxUTwbBlmKklhY.1>

DIAL IN OPTION: +1 669 444 9171 US Meeting ID 845 8887 3476 Passcode: 845 8887 3476

Name	Address at which member will attend

- 1) Meeting Call to Order Brian Marchi
- 2) Roll Call (must be taken verbally if meeting telephonically) Brian Marchi
- 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.*
- 4) Statement of Abstentions Brian Marchi
- 5) Approval of Consent Items: Brian Marchi
  - a) Approval of Agenda: April 9, 2026
  - b) Approval of Minutes: March 3, 2026
- 6) Legal Report Bill Arnone
- 7) Review 2026 Board Retreat – **FOR POSSIBLE ACTION** Brian Marchi
  - a) What worked well, suggestions for next year
  - b) Industry sector representation on the board – ex-officio roles
  - c) Holding board meetings at partner businesses
  - d) Board meeting agenda format
  - e) Better Board connectivity, Encourage more active participation
  - f) Board Report Card
- 8) Board Matrix Discussion Brian Marchi
- 9) What’s New and Noteworthy? Committee
- 10) Next Meeting: May 12, 2026 at 11am Brian Marchi  
Location TBD
- 11) Adjourn Brian Marchi

*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).*