



**SONOMA COUNTY TOURISM BOARD OF DIRECTORS
BOARD MEETING NOTICE & AGENDA
REGULAR MEETING
SONOMA COUNTY TOURISM
3558 ROUND BARN BLVD, SUITE 112, SANTA ROSA, CA 95403
Wednesday May 27, 2026 3:00 p.m.**

Join Zoom Meeting

<https://us02web.zoom.us/j/87697697418?pwd=BI0mpd4wWfsy8V0XAIV4J0BozdVR4.1>

Meeting ID: 876 9769 7418; Passcode: 221224

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 | B. Marchi |
| 2) Roll Call, Board Member Teleconference Disclosure or Vote, if Applicable | B. Marchi |
| 3) Public Comment - <i>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.</i> | B. Marchi |
| 4) Statement of Abstentions | B. Marchi |
| 5) Consent Items – FOR POSSIBLE ACTION | B. Marchi |
| a) Approval of Agenda: May 27, 2026 | |
| b) Approval of BOD Minutes: April 29, 2026 | |
| c) Finance & Legal Committee Minutes: April 27, 2026 | |
| d) Governance Committee Minutes: April 9, 2026 | |
| e) Financials – March 2026 | |
| 6) Legal Report | B. Arnone |
| 7) Industry Performance Update | Patrick Smyton – Tourism
Economics |
| 8) Committee Items for Consideration – FOR POSSIBLE ACTION | |
| a) Governance | B. Marchi |
| Michael Collins – Board Chair FY26-27 (full slate of officers/board-committee members will be presented in June) | |
| b) Community Engagement – FY26-27 Visitor Center Grants | M. Grahame/K. Bass Seibel |
| 9) Board Retreat Follow-up – FOR POSSIBLE ACTION | K. Madsen - Consultant |

- | | |
|--|------------------------|
| 10) Blue Ocean Strategy
a) Next steps | Jenn Maer – Consultant |
| 11) Board Report | C. Vecchio |
| 12) What’s New and Noteworthy | Board Members |
| 13) Next Meeting – June 24, 2026 (SCT Offices Unless Otherwise Notified) | B. Marchi |
| 14) Adjourn | B. 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 or in care of:

Sonoma County Tourism
Board/Committee Public Comments
3558 Round Barn Blvd, Suite 112
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).