



**SONOMA COUNTY TOURISM
BUSINESS DEVELOPMENT COMMITTEE NOTICE & AGENDA
Thursday, June 18, 2026, 3:00 PM
Sonoma County Tourism Office
3558 Round Barn Blvd., Suite 112, Santa Rosa, CA 95403**

Join Zoom Meeting:

<https://us02web.zoom.us/j/82374185636?pwd=zlApkA3EBgRNY5T1pH6STWjgoXmk9z.1>

Meeting ID: 823 7418 5636 **Passcode:** 026715 **Dial by your location:** +1 669 900 6833 US (San Jose)

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.

Name	Address at which member will attend
Shelly Nelson	1 DoubleTree Drive, Rohnert Park, CA

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|--|----------------------------------|
| 1) Meeting Call to Order | Jennifer Buffo / Benjamin Bailey |
| 2) Roll Call (must be done verbally with teleconference call) | J. Buffo / B. Bailey |
| 3) Public Comment: This is the time for public comment on both items listed on this Agenda, and on items not listed on this agenda but which are within the jurisdiction of this body. | J. Buffo / B. Bailey |
| 4) Statement of Abstentions | J. Buffo / B. Bailey |
| 5) Approval of Consent Items:
a. Approval of Agenda: June 18, 2026
b. Approval of Minutes: March 18, 2025 | J. Buffo / B. Bailey |
| 6) Roundtable Discussion | Committee |
| 7) Update: SCT Destination Sales | SCT Staff |
| 8) Discussion: Sales Survey Results | SCT Staff |
| 9) Discussion: Review Destination Sales FY 26-27 Budget | SCT Staff |
| 10) Committee Updates – (share any win) | Committee |
| 11) Next Meeting: September 17, 2026, 3:00 PM | J. Buffo / B. Bailey |
| 12) Adjournment | J. Buffo / B. Bailey |

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 Lauren Kilcullen: lkilcullen@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 Chelsea Woods (707) 522-5800 or cwoods@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).