



REGULAR MEETING SONOMA COUNTY TOURISM MARKETING COMMITTEE NOTICE & AGENDA

**Wednesday June 24, 2026 1pm IN PERSON
3558 Round Barn Blvd, Suite 112, 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/86721474409?pwd=2wD8b878WpuDrGq0aw216rTw14Hpqp.1>
DIAL IN OPTION: +1 669 444 9171 US Meeting ID: 867 2147 4409 Passcode: 415581

Name	Address at which member will attend

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- 1) Meeting Call to Order Caroline Shaw/Joe Bartolomei
- 2) Roll Call Caroline Shaw/Joe Bartolomei
- 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.* Caroline Shaw/Joe Bartolomei
- 4) Statement of Abstentions Caroline Shaw/Joe Bartolomei
- 5) Approval of Consent Items: Caroline Shaw/Joe Bartolomei
 - a) Approval of Agenda: June 24, 2026
 - b) Approval of Meeting March 18, 2026
- 6) Paid Advertising Performance Update Idea Peddler
- 7) Brand Refresh Market Research Idea Peddler
- 8) Red Ocean Audit- FOR POSSIBLE ACTION Frank Filice
- 9) FY 26-27 Committee Participation Frank Filice
- 10) What’s New & Noteworthy? Committee Members
- 11) Next Meeting: August 12, 2026 at 1pm Caroline Shaw/Joe Bartolomei
- 12) Adjourn Caroline Shaw/Joe Bartolomei

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).