



**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 June 24, 2026 3:00 p.m.**

Join Zoom Meeting

<https://uso2web.zoom.us/j/89158969713?pwd=ZBBOHbzc5tzjWBtRYEmf66kNRheubQ.1>
Meeting ID891 5896 9713; Passcode: 999819

Name	Address at which member will attend
Karim Ikrimah	100 Boyes Blvd, Sonoma CA 95476

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 - *This is the time for public comment on both items listed in this Agenda, and on items not listed in this agenda but are within the jurisdiction of this body.* B. Marchi
- 4) Statement of Abstentions B. Marchi
- 5) Consent Items – **FOR POSSIBLE ACTION** B. Marchi
 - a) Approval of Agenda: June 24, 2026
 - b) Approval of BOD Minutes: May 27, 2026
 - c) Finance & Legal Committee Minutes: May 18, 2026
 - d) Governance Committee Minutes: May 18, 2026
 - e) Vacation Rental Committee Minutes: February 12, 2026
 - f) Business Development Committee Minutes: March 18, 2026
 - g) Financials – April 2026
- 6) Legal Report B. Arnone
- 7) Committee Reports/Action Items – **FOR POSSIBLE ACTION**
- Governance Committee** B. Marchi
 - a) Jeremy Weinstein- Graton Casino. Ex-Officio Board Member
 - b) FY26-27 SCT Board of Directors Slate of Officers, Directors/Committee Leadership
 - c) FY 26-27 Board & Committee Meeting Schedule
 - d) Committee Commitment Form

Finance & Legal Committee

- a) FY26-27 Budget
- b) FY26-27 Banking Signatories

B. Mrkvicka/
L. Angstadt

Marketing Committee

- a) Programming Revision – Red Ocean Audit

J. Bartolomei

- 8) Regular Items for Discussion – **FOR POSSIBLE ACTION**
 - a) Board Retreat Follow-up
 - a) Crisis Planning – Review of the updated SCT Crisis Plan
 - b) Blue Ocean Strategy – Follow-up from Board Session June 19
- 9) Board Report
- 10) What’s New & Noteworthy?
- 11) Next Meeting Date Aug. 26, 2026, SCT Office (Unless otherwise noted)
- 12) Adjourn

B. Marchi
K. Madsen
C. Vecchio
B. Marchi/
C. Vecchio

C. Vecchio

B. Marchi/
Members

B. Marchi

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 Boulevard, Suite 106
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).