

SCT Board of Directors Board Meeting
 May 27, 2026 at 3pm
 Sonoma County Tourism Board Room
 3558 Round Barn Blvd, Suite 112
 Santa Rosa, CA 95403
Meeting Minutes

Members: ***Joe Bartolomei, Jennifer Buffo, Thera Buttarro, Margaret Grahame, Kirstyne Lange, Kirk Lok, Crista Luedtke, Brian Marchi, Brandon Mrkvicka, Bert Rangel, Caroline Shaw, Tim Zahner, Scott Alonso, , Karim Ikrimah, Andrea Griffin, John Kennedy, Christopher Hunsberger***

Invitees: Ethan Brown, McCall Miller, Denise Aver-Philips, Jon Stout, Bill Arnone, Claudia Vecchio, Lori Angstadt, Kelly Bass Seibel, Jonny Westom, Frank Filice, Allie Nordby, Jessica Quigley (recording secretary),

Public:

Absent: ***Caroline Shaw, Crista Luedtke, Kristyne Lange, Tim Zahner***

Agenda Item/Issues	Information	Follow Up Action	Person Responsible	Date Due
Meeting Call to Order	Meeting commenced at 3:00pm	N/A	N/A	N/A
Roll Call	<i>Roll call taken for all members</i> A. Griffin is on zoom but not voting.	N/A	N/A	N/A
Public Comment		N/A	N/A	N/A
Statement of Abstentions		N/A	N/A	N/A
Approval of Consent Items.	Motion: M. Collins, Second: B. Mrkvicka to approve the consent items- 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 Ayes –14 Nays – 0, Abstentions – 0			

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Legal Report	B. Arnone reports that he has been working on the contract with Board Consultant Jenn Maer. He has also answered some questions regarding the Brown Act. .			
Industry Report Committee Items for Consideration- FOR POSSIBLE ACTION	Patrick Smyton from Tourism Economics joined the call to provide an Industry Update. Governance Michael Collins- Board Chair FY26-27 (full slate of officers to be presented in June). Motion: C. Hunsberger, Second: T. Buttaro to approve Michael Collins as the Chair of the Board of Directors for FY26-27. Ayes –14 Nays – 0, Abstentions – 0 Community Engagement FY 26-27 Visitor Grants M. Grahame, K. Bass Seibel and T. Rainey reviewed			

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	the grant application process and the funding allocations that the Community Engagement Committee. Motion: J. Kennedy, Second: T. Buttaro to approve the following allocations for the FY 26-27 Visitor Center Grants, as approved by the Community Engagement Committee Sonoma Valley 65,750.00 Stewards of the Coast & Redwoods 36,700.00 Windsor 22,400.00 Fort Ross			

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	20,000.00			
	Petaluma			
	45,900.00			
	Russian River			
	142,600.00			
	Sebastopol			
	14,189.00			
	Sonoma Coast			
	92,330.00			
	Santa Rosa			
	30,600.00			
	Cloverdale			

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Board Retreat Follow Up	25,500.00 Geyserville 4,000.00 Ayes- 13, Nays-0, Abstain-1 M. Grahame abstains K. Madsen presented a follow up of action items from the board retreat, for the governance and community engagement committee to adopt, to better support the board. Board discusses recap and concludes that it will be best for Governance to review this plan in more detail, to create action items. Governance will review and bring it back to the full board of directors. M: B. March, Second: M. Collins to take the Board Retreat follow up plan to the Governance Committee for more consideration before returning to the board. Ayes- 14, Nays-0, Abstain-0			

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Blue Ocean Strategy- Next Steps	Jenn Maer is introduced to the board. J. Maer gives a brief presentation on her history, background and how she will support the board in moving forward with the Blue Ocean Strategy. Immersion Strategy Workshops Deliverables & hand off.			
Board Report	Claudia Vecchio gave a brief overview of the Board Reports and shares that a “Board Brief” will be coming out next month.			
New & Noteworthy	Delta Airlines is coming to STS			
Next Meeting	Next meeting is June 24, 2026 at 3pm.	RSVP in BoardEffect	Members	3 days prior in BE; or 1 week prior if virtual for posting

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				requirements
Adjourn	4:48pm, adjourn to Board Reception.			