



**SONOMA COUNTY TOURISM GOVERNANCE COMMITTEE NOTICE & AGENDA
REGULAR MEETING**

**August 4, 2026 at 11:00 am In-Person SCT Offices
3558 Round Barn Blvd, Suite 112, Santa Rosa, CA 95403**

ZOOM <https://us02web.zoom.us/j/83740883440?pwd=a4XUZAu1Yk1oQUQJLoa5ib2Y3e0Fg2.1>

DIAL IN OPTION: +1 669 444 9171 US Meeting ID 837 4088 3440 Passcode: 503275

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

- 1) Meeting Call to Order Brian Marchi
- 2) Roll Call (must be taken verbally if meeting telephonically) Brian 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 which are within the jurisdiction of this body.*
- 4) Statement of Abstentions Brian Marchi
- 5) Approval of Consent Items: Brian Marchi
 - a) Approval of Agenda: August 4, 2026
 - b) Approval of Minutes: June 9, 2026
- 6) Board & Committee Appointments – **FOR POSSIBLE ACTION** Brian Marchi
 - a) John Kennedy- Finance & Legal Committee
 - b) Katie Ambrose- Marketing Committee
 - c) Robert Conard- Marketing Committee
 - d) Jennifer Price- Community Engagement Committee
 - e) Marie McCuster- Ex-Officio Board Member, Visitor Center
- 7) FY26-27 Chart of Work – **FOR POSSIBLE ACTION** Claudia Vecchio
- 8) BOD Matrix Discussion Brian Marchi
 - a) BIA Board Openings (3)
 - b) County Appointments
 - District 3 – Tiffany O’Neil - SSU
 - Countywide: Dayna Ghirardelli, Yvette Bidegain, Tiffany O’Neil – submitted applications
- 9) Board/Committee Member Attendance Tracker – **FOR POSSIBLE ACTION** Claudia Vecchio
- 10) Annual Meeting – **FOR POSSIBLE ACTION**
 - Date: Thursday, Oct. 1; Place: Doubletree Hotel Rohnert Park
 - Theme: Transformation (brand launch)
 - Agenda: Draft agenda included in the packet
- 11) Stars of the Industry Voting Methodology – Discussion Brian Marchi

12) What's New and Noteworthy?

Committee

13) Next Meeting: September 1, 2026

Brian Marchi

14) Adjourn

Brian 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).