



SONOMA COUNTY TOURISM
BUSINESS DEVELOPMENT COMMITTEE NOTICE & AGENDA
Tuesday, August 20, 2024, 3:00 PM
Sonoma County Tourism Office
400 Aviation Blvd. Ste. 500, Santa Rosa, CA 95403

Join Zoom Meeting:

https://us02web.zoom.us/j/88525213587?pwd=XPnwLgI6OxkaPEpGHbPRLw1Om8t8q.1

Meeting ID: 885 2521 3587 Passcode: 581502 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.

Table with 2 columns: Name, Address at which member will attend. Rows include Shelly Nelson and Deacon Carpenter.

- 1) Meeting Call to Order Jennifer Buffo
2) Roll Call (must be done verbally with teleconference call) Jennifer Buffo
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. Jennifer Buffo
4) Statement of Abstentions Jennifer Buffo
5) Approval of Consent Items: Jennifer Buffo
a. Approval of Agenda: August 20, 2024
b. Approval of Minutes: June 25, 2024
6) Committee Discussion Jennifer Buffo
7) Committee Commission Statement. FOR POSSIBLE ACTION. Jennifer Buffo
8) Committee Chart of Work. FOR POSSIBLE ACTION. Jennifer Buffo
9) Group Activity Jennifer Buffo/ Jonny Westom
10) Committee Updates Committee Members
11) Next Meeting: December 12, 2024 Jennifer Buffo
12) Adjournment Jennifer Buffo

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](mailto:lkilcullen@sonomacounty.com) or in care of:*

*Sonoma County Tourism  
Board/Committee Public Comments  
400 Aviation Blvd, Suite 500  
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 Lauren Kilcullen (707) 522-5817 or [lkilcullen@sonomacounty.com](mailto:lkilcullen@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).*