



SONOMA COUNTY TOURISM MARKETING COMMITTEE NOTICE & AGENDA
Tuesday, September 10, 2024, 8-9:30 AM In-Person at SCT Offices
400 Aviation Blvd. Ste. 500, Santa Rosa, CA

ZOOM: <https://us02web.zoom.us/j/87932649747?pwd=bjBheTFyYXpsUW5TM1FYMWWR1RlpOdz09>
 DIAL IN OPTION: +1 669 444 9171 US Meeting ID: 879 3264 9747 Passcode: 487228

Name	Address at which member will attend
NONE	

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.

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| 1) Meeting Call to Order | Crista Luedtke |
| 2) Roll Call | Crista Luedtke |
| 3) Public Comment - <i>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.</i> | Crista Luedtke |
| 4) Statement of Abstentions | Crista Luedtke |
| 5) Approval of Consent Items:
a) Approval of Agenda: September 10, 2024
b) Approval of Meeting Minutes: August 6, 2024 | Crista Luedtke |
| 6) Fahlgren Mortine Creative Team Update | FM/Marty McDonald |
| 7) Brand Archetype/Brand Blueprint | Nick Schwanz |
| 8) FY25 Strategic Direction–FOR POSSIBLE ACTION | FM |
| 9) October Marketing Committee Date | SCT/FM |
| 10) What’s New & Noteworthy? | Board Members |
| 11) Next Meeting: TBD | Crista Luedtke |
| 12) Adjourn | |

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 A.J. Ruiz: ajruiz@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 A.J. Ruiz at (707) 608-8239 or ajruiz@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).