



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 8/25/2026

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Economic Development Collaborative, County Executive's Office

Staff Name and Phone Number: Ethan Brown (707) 565-7170, Andrew Sturmfels (707) 565-2431

Vote Requirement: Majority

Supervisorial District(s): Third

Title:

Update to Scope of the USL Ad Hoc Charter

Recommended Action:

Approve the updated scope of the USL Ad Hoc, to be renamed "Fairgrounds Land Use Ad Hoc".

Executive Summary:

On October 28th, 2025, the Chair of the Board established the United Soccer League (USL) Ad Hoc Committee, and appointed Supervisors Hermosillo and Coursey. This item seeks to update language in the charter to acknowledge other Fairgrounds land use opportunities in addition to the potential for a soccer stadium development.

Discussion:

On October 28th, 2025, the Chair of the Board established the USL Ad Hoc Committee, and appointed Supervisors Hermosillo and Coursey. Since that time, additional parties have approached the County and Fairgrounds management with proposals for expanded and complementary uses. This item requests updates to the original Ad Hoc charter language that allow for broadening the scope of the Committee.

Under the revised charter, the Committee will evaluate land use proposals, guide staff in bringing items before the full Board of Supervisors, and support the development of a revised Memorandum of Understanding (MOU) with the operators of the Sonoma County Fair and Event Center.

The Committee will continue to have staffing support from the Economic Development Collaborative, County Executive's Office, County Counsel, and other departments as needed. Its work is anticipated to conclude in the summer of 2027.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

10/28/2025 - The Chair of the Board established the USL Ad Hoc and appointed Supervisors Hermosillo and

Agenda Date: 8/25/2026

Coursey.

12/16/2025 - Adoption of USL Ad Hoc Charter ([SONOMA COUNTY - File #: 2025-1193 <https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7780068&GUID=DD10A313-C08C-4777-B03F-1B493CCF6300&Options=&Search=>](https://sonoma-county.legistar.com/LegislationDetail.aspx?ID=7780068&GUID=DD10A313-C08C-4777-B03F-1B493CCF6300&Options=&Search=>))

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

N/A

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Fairgrounds Land Use Ad Hoc Committee Charter

Related Items “On File” with the Clerk of the Board:

None