



SUMMARY REPORT

Agenda Date: 8/26/2025

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Andrew Sturmfels 707-565-2241

Vote Requirement: Majority

Supervisorial District(s): Countywide

Recommended Action:

Approve the Appointment of Christopher Hunsberger to the Sonoma County Tourism Board of Directors to serve a term beginning August 26, 2025, and ending June 30, 2026. (Countywide)

Executive Summary:

The Board of Supervisors are responsible for appointments to over 75 Boards, Commissions, Committees, and Task Forces. Vacancies and upcoming expiring appointments are posted on the County's list of Boards, Commissions, Committees, and Task Forces website:

<https://sonoma-county.granicus.com/boards/w/808bd6e42edf8e0f>.

Rule 50 of the Board Rules of Procedures states that the Clerk of the Board shall convene staff to review prospective countywide appointments and make appointment recommendations to the Board. The Tourism Boards countywide seats are appointed per the recommendation of the County Executive Officer. This item seeks the board approval to appoint Christopher Hunsberger to the Sonoma County Tourism Board of Directors to fill one of two open countywide seats.

Discussion:

The Sonoma County Tourism Board (SCTB) of Directors act as ambassadors within the community and industry activities to promote the mission of the SCTB, encourage and increase overnight stays and increase tourism within Sonoma County. The Sonoma County Tourism Board bylaws require appointees to be operators of tourism-related businesses, or employees or board members of non-profits who promote tourism in Sonoma County. The SCTB is composed of 22 directors with seats appointed by the Sonoma County Board of Supervisors, City Councils, and by the lodging industry in proportion to the respective financial contribution to the operation of the Corporation made by the County (from transient occupancy tax receipts or other sources), the Cities (from transient occupancy tax receipts or other sources) and the lodging industry (from Assessments pursuant to the Sonoma County Business Improvement Area or other sources).

The current composition of the SCTB allocates eight of the 22 appointed seats to the Board of Supervisors, all members are appointed to serve one fiscal year with terms ending June 30th of the year following their appointment. Five of the eight seats are appointed by each district, with the remaining appointments being recommended to the full board for approval by the County Executive Officer. This item seeks to appoint Christopher Hunsberger to the SCTB.

Christopher Hunsberger has served in leadership roles in resort and hotel organizations and companies for 40

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years with the last seven years focusing on building his own company based in Healdsburg committed to building and managing luxury hotels in Sonoma County and throughout Northern California. Christopher is a graduate of Cornell University School of Hospitality and Business, finishing his degree with honors.

Christopher's nomination has received the support of the Sonoma County Tourism Board CEO. As part of the application review process, Christopher met with Assistant County Administrator Sturfels to discuss the role and answer questions.

Strategic Plan:

N/A

Prior Board Actions:

N/A

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

N/A

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Attachment 1: Application recommended for appointment

Related Items "On File" with the Clerk of the Board:

N/A