

County of Sonoma
United Soccer League (USL) Ad Hoc Committee Charter

Purpose and Background

On October 28, 2025, the Board Chair established the United Soccer League (USL) Ad Hoc Committee and appointed Supervisors Hermosillo and Coursey. USL has expressed an interest in expanding into Santa Rosa and has identified the Sonoma County Fairgrounds as a potential location for the stadium. The Fairgrounds is owned by the County of Sonoma and is managed by the Sonoma County Fair and Exposition, Inc. pursuant to a Memorandum of Understanding Agreement. The purpose of the Ad Hoc is to provide direction to staff in evaluating USL's interest in the Fairgrounds for a potential development.

Committee Members

Rebecca Hermosillo, First District Supervisor

Chris Coursey, Third District Supervisor

Committee Duration

The USL Ad Hoc Committee will be convened for a limited term through September 30, 2026. Ad Hoc activities may conclude earlier, depending on timing of next steps.

County Department, Resources

The following County staff will support the work of the USL Ad Hoc Committee:

- Katherine DiPasqua, Economic Development Collaborative
- Ethan Brown, Economic Development Collaborative
- Andrew Sturmfels, County Executive Office
- Adam Brand, County Counsel

Subject matter experts from Permit Sonoma may provide additional support, as needed.

Scope of Effort

The USL Ad Hoc Committee will coordinate with County staff to explore USL's interest in a potential development at the Sonoma County Fairgrounds. This will include the following tasks:

- Evaluate USL proposal and provide feedback to staff.
- Work with staff to determine if discussions should be advanced into the next phase of development for the full Board of Supervisors' consideration.