



County of Sonoma

State of California

Date: April 30, 2019

Item Number: _____

Resolution Number: _____



4/5 Vote Required

Resolution of the Board of Supervisors of the County of Sonoma, State of California, In Recognition of Virginia “Ginni” Culwell’s Retirement from the Sonoma Valley Visitor’s Bureau

WHEREAS, the Sonoma Valley Visitors Bureau welcomes thousands of visitors in-person annually at two locations; and

WHEREAS, Virginia “Ginni” Culwell has been the de-facto queen of Visitor Service Representatives for almost twenty years, serving Sonoma Valley visitors and residents alike with a sense of humor and depth of knowledge of all things Sonoma virtually unmatched in Valley of the Moon; and

WHEREAS, Ginni has over the years been part of a team that has greeted millions of walk-in visitors, distributed over one-and-a-half million visitor guides and maps and possibly given out bathroom directions to every single person who walked in the door; and

WHEREAS, Ginni has been the collective memory of Sonoma Valley Visitors Bureau, recalling with precision programs over two decades including the “I Heart Sonoma Valley” sticker program for visitors, the “Spend Tom” two-dollar bill campaign to show the interconnectivity of the hospitality economy and scores of other public events, festivals and programs that either assisted visitors or benefitted residents of Sonoma Valley; and

WHEREAS, she has used her skills as a mother and grandmother to be utterly unflappable in the face of repeated questions that she has already answered, patience for those who didn’t believe her the first time and a chuckle for those who insisted they were, in fact, in Napa while standing in her Sonoma Visitor Center; and

WHEREAS, Ginni has seen Sonoma Valley through earthquakes, fires, visitor center snake infestations, smoke and floods and yet she has never lost her enthusiasm and passion for the place she calls home; and

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WHEREAS, Ginni's other skills include her fluency in sign language, her passion for Jazzercise at the Sonoma Community Center, her voracious appetite for reading books and her propensity for having an excellent anecdote for any topic being discussed; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of Sonoma County commends Virginia "Ginni" Culwell for her service to the Sonoma Valley Visitor's Bureau and to the community of Sonoma Valley and congratulates Ginni on her retirement.

Supervisor Susan Gorin

Supervisor James Gore

Supervisor Shirlee Zane

Supervisor Lynda Hopkins

Supervisor David Rabbitt, Chair