



COUNTY OF SONOMA

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

SUMMARY REPORT

Agenda Date: 7/23/2019

To: Board of Supervisors

Department or Agency Name(s): Board of Supervisors

Staff Name and Phone Number: Jennifer Larocque 565-2241

Vote Requirement: Majority

Supervisorial District(s): All

Title:

Appointment of FY 2019-2020 Sonoma County Tourism Board of Directors Members

Recommended Action:

Approve the appointment of Tim Zahner, Jennifer Buffo, Peter Rumble, James Luchini, Karissa Kruse, and Patty Ginocchio to the Sonoma County Tourism Bureau Board of Directors for a one-year term ending June 30, 2020.

Executive Summary:

In accordance with the Sonoma County Tourism contract, the Board of Supervisors may appoint six members of the 22-member Board of Directors for Sonoma County Tourism. Members of the Sonoma County Tourism Bureau Board are appointed for the term of one fiscal year.

Today's action appoints the following members:

District 1; Tim Zahner

District 2; Jennifer Buffo

District 3; Peter Rumble

District 4; James Luchini

District 5; Karissa Kruse

6th Seat; Patty Ginocchio

All appointments must be renewed for Fiscal Year 20-21. At that time, the allocation of the 6th seat may be revisited.

Discussion:

Each member of the Sonoma County Board of Supervisors makes the appointments for the Sonoma County Tourism Board of Directors, for the first five seats. In fiscal year (FY) 19-20, the Fifth District nominated the sixth seat. To ensure equitable distribution of seats across industries and the geographic areas of the County, the Board may revisit the allocation of the sixth seat for FY 20-21 appointments.

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. Sonoma County Tourism Board members are appointed for the term of one FY.

The Sonoma County Tourism Board of Directors consists of 22 members. The Sonoma County Board of

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Supervisors and City Councils appoints directors in proportion to the respective financial contribution from transient occupancy tax or other sources. The lodging industry appoints owners or operators of lodging establishments. Appointees represent various sizes of lodging establishments, and an equitable geographic distribution across the County.

Of the proposed seats appointed by the Board of Supervisors for Fiscal Year 19-20, the Third District seat represents the sole new appointee to the Board of Directors, while all others are currently serving on the Board of Directors.

Prior Board Actions:

N/A

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

N/A

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

None