



SONOMA COUNTY

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

Legislation Details (With Text)

File #: 2019-1010
Type: Appointment **Status:** Agenda Ready
File created: 6/7/2019 **In control:** Board of Supervisors
On agenda: 7/23/2019 **Final action:**
Title: Appointment of FY 2019-2020 Sonoma County Tourism Board of Directors Members
Sponsors: Board of Supervisors
Indexes:
Attachments: 1. Summary Report

| Date | Ver. | Action By | Action | Result |
|-----------|------|----------------------|-------------------------|--------|
| 7/23/2019 | 1 | Board of Supervisors | Approved as recommended | Pass |

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 Ginochio 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 Ginochio

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 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) |
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Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

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

None