Legislation Text

File #: 2026-0820, **Version:** 1

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 Reappointment of Christopher Hunsberger to the Sonoma County Tourism Board of Directors to serve a term beginning July 1, 2026, and ending August 31, 2027. (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 reappoint Christopher Hunsberger to the Sonoma County Tourism Board of Directors to continue serving as a one of two countywide representatives of the Board of Supervisors.

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.

Christopher Hunsberger has more than 40 years of leadership experience in the resort and hospitality industry. Over the past eight years, he has focused on building and managing a Healdsburg-based company dedicated

to the development and operation of luxury hotels in Sonoma County and throughout Northern California. Mr. Hunsberger graduated with honors from the Cornell University School of Hotel Administration.

Since his appointment to the Sonoma County Tourism Board in August 2025, Mr. Hunsberger has been an engaged and valuable member, contributing his extensive hospitality expertise and industry perspective to the Board's work. His reappointment is supported by the Sonoma County Tourism Board Chief Executive Officer and Assistant County Administrator Andrew Sturmfels.

Strategic Plan:
N/A

Prior Board Actions:
August 26, 2025 (Item 24) - Appointment to the Tourism Board for a term beginning August 26, 2025 through June 30, 2026.

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
Attachment 2: Application Not Recommended

Related Items "On File" with the Clerk of the Board:
N/A