



**Santa Rosa Tourism Business
Improvement Area Advisory Board
Regular Meeting Minutes - Final**

Tuesday, April 16, 2024

11:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:02 a.m.

Board Member Anderson made an announcement that he would be participating remotely under the just cause provision of AB 2449 - due to contagious illness.

Present 4 - Chair Rafael Rivero, Board Member Todd Anderson, Board Member Donna Renteria, and Board Member Peter Rumble

Excused 1 - Alternate Board Member Janelle Myers

2. PUBLIC COMMENTS

Chair River opened and closed public comment at 11:05 a.m.

3. EVENT SUPPORT APPLICATIONS

3.1 California Artisan Cheese Festival

Staff Scott reported.

3.2 2024 Monster Truck Spring Nationals (Santa Rosa)

Staff Scott reported.

3.3 Beerfest- The Good One

Staff Scott reported.

3.4 Country Summer Music Festival

Staff Scott reported.

3.5 The SoCo Market

Staff Scott reported.

3.6 2024 Snoopy's Senior World Hockey Tournament

Staff Scott reported.

3.7 Sonoma County Hot Air Balloon Classic

Staff Scott reported.

3.8 Santa Rosa Marathon

Staff Scott reported.

3.9 DJEF Triathlon Race Series

Staff Scott reported.

Lindsay Musco spoke regarding the changes from last year in total funds going towards events.

Chair Rivero opened and closed public comment at 11:09 a.m.

4. SCORING RESULTS REVIEW

Staff Scott Reported.

Board Members provided feedback.

Chair Rivero opened and closed public comment at 11:16 a.m.

A motion was made by Board Member Rumble, seconded by Board Member Renteria, to approve the event funding amounts recommended by staff.

The motion carried by the following vote:

Yes: 4 - Chair Rivero, Board Member Anderson, Board Member Renteria and Board Member Rumble

Excused: 1 - Alternate Board Member Myers

5. ADJOURNMENT

Chair Rivero adjourned the meeting at 11:19 a.m.

Approved on: September 26, 2024

s/ Jack Reynolds, Recording Secretary