



City of Santa Rosa

Virtual Meeting - See Agenda
for Participation

Santa Rosa Tourism Business Improvement Area Advisory Board Meeting Minutes - Draft

Thursday, November 18, 2021

11:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:07AM.

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

2. PUBLIC COMMENTS

None

3. APPROVAL OF MINUTES

3.1 Draft Meeting Minutes for July 22, 2021

Item approved as submitted.

3.2 Draft Meeting Minutes for September 23, 2021

Item approved as submitted.

4. NEW BUSINESS

4.1 Strategic Objectives for 2022

- Event Support Budget for January 1 - June 30, 2022
- Event Support Budget for July 1 - December 31, 2022
- Discussion of fund for non-event promotions

Public Comment:

Eric Fraser, Truth in Tourism, voiced support of having a more detailed conversation at a future meeting.

Item received and file.

5. EVENT SUPPORT APPLICATIONS

5.1 Santa Rosa Turkey Trot

A motion was made by Board Member Anderson, seconded by Board

Member Rumble, that this SRT- Agenda Item be adopt as amended. Support in the amount of 500.00 was approved out of the \$5,000.00 requested. The motion carried by an unanimous vote.

5.2 Wine Country Distillery Festival

A motion was made by Board Member Anderson, seconded by Board Member Rumble, that this SRT- Agenda Item be adopt as amended. Support in the amount of \$3,500.00 was approved out of the \$5,000.00 requested. The motion carried by an unanimous vote.

5.3 American Junior Golf Association Preview at Windsor presented by Fortinentl

A motion was made by Board Member Anderson, seconded by Board Member Rumble, that this SRT- Agenda Item be adopt as amended. Support in the amount of \$1,000.00 was approved out of the \$10,000.00 requested. The motion carried by an unanimous vote.

6. ADJOURNMENT

Chair Rivero adjourned the meeting at 11:39AM. The next regular schedule meeting is January 27, 2022.