



**SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

MINUTES

THURSDAY, January 23, 2020

1. CALL TO ORDER AND ROLL CALL: 11:05 AM

ROLL CALL

Members Present

- Rafael Rivero, City of Santa Rosa
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites
- Donna Renteria, Best Western Garden Inn
- Vern Lakusta, Hotel E

City of Santa Rosa Staff Present

- Kevin King – City of Santa Rosa

Visit Santa Rosa Staff Present

- Brad Calkins, Visit Santa Rosa, Executive Director
- Charlene Lennon, Visit Santa Rosa, Director of Sales

2. PUBLIC APPEARANCES / PUBLIC COMMENTS:

- Linda Galletta – Face 2 Face (Beerfest The Good One)
- Carlos Perez – Levy’s Grand Fondo
- Tony Bodenhamer – Snoopy on Ice and Senior World Hockey Tournament
- Gina Huntssinger -- Snoopy on Ice and Senior World Hockey Tournament

3. APPROVAL OF MINUTES

November 21, 2019 – No changes. Motion to approve by Donna Renteria, seconded by Todd Anderson, 4-0.

4. BUDGET UPDATE

Visit Santa Rosa, Executive Director, Brad Calkins disclosed that the current budget for event support this year is \$40,000. He shared his surprise at the unprecedented amount of applications received in the start of the new year totaling over \$100,000 in requests. He encouraged the Board to provide event support to as many applicants as possible, as long as, they meet the required criteria. He plans to provide another budget update in August 2020 once the City has their new Fiscal Budget completed.

5. EVENT SUPPORT APPLICATIONS

Proceeding with a fair amount of discussion by the Board on each of the applications, and listening to brief presentations made by representatives of various organizations seeking event support, the Board voted as follows:

5.1 Wine Country Distillery Festival

Event Support: Motion made not to provide event support this year made by Todd Anderson, seconded by Donna Renteria, motion passes 4-0.

5.2 Beerfest The Good One (Face 2 Face)

Event Support: Motion made by Donna Renteria to approve \$3,200 for marketing outside Sonoma County, seconded by Vern Lakusta, motion passes 4-0.

5.3 Snoopy's Senior World Hockey Tournament

Event Support: Motion made by Todd Anderson to approve \$15,000 for marketing outside area, seconded by Vern Lakusta, motion passes 4-0.

5.4 Sonoma County Harvest Cup

Event Support: Motion made by Todd Anderson to approve \$2,500 for marketing outside area, seconded by Donna Renteria, motion passes 4-0.

5.5 Levy's Grand Fondo

Event Support: Motion made by Vern Lakusta to approve \$10,000, seconded by Donna Renteria, motion passes 4-1.

5.6 Norcal Exotic Erotic Ball 2020

Event Support: Motion made by Todd Anderson not to provide event support this year, seconded by Vern Lakusta, motion passes 4-0.

5.7 Hot Air Balloon Classic

Event Support: Motion made by Donna Renteria to approve \$5,000, seconded by Vern Lakusta, motion passes 4-0.

5.8 Battle of the Brews

Event Support: Motion made by Todd Anderson to approve \$1,500, second by Donna Renteria, motion passes 4-0.

5.9 Monster Truck Spring & Fall Nationals

Event Support: Motion made by Vern Lakusta to approve \$1,000, seconded by Donna Renteria, motion passes 4-0.

2. ADJOURN: 11:54 AM