



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

MINUTES

THURSDAY, July 23, 2020

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

ROLL CALL

Members Present

- Rafael Rivero, City of Santa Rosa
- Peter Rumble, Santa Rosa Metro Chamber
- Vern Lakusta, Hotel E

Members Not Present

- Donna Renteria, Best Western Garden Inn
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites

City of Santa Rosa Staff Present

- Kevin King – City of Santa Rosa

Visit Santa Rosa Staff Present

- Brad Calkins, Visit Santa Rosa, CEO

2. PUBLIC APPEARANCES / PUBLIC COMMENTS:

Eric Fraser – January Meeting Minutes regarding attendance and limited nature of comments.

3. APPROVAL OF MINUTES

January 23, 2020 – No changes. Unanimously approved 3-0.

4. EVENT SUPPORT APPLICATIONS

PUBLIC COMMENT

Eric Fraser suggested of modify support based on number of rooms booked with a cap.

4.1 DJFE Sprint Triathlon Series

Event Support: Motion made for Brad Calkins regarding modified support of

\$10.00 per room up to \$1,500. Motion to approve with conditions by Vern Lakusta, seconded by Peter Rumble. Unanimously approved 3-0.

5. ANNUAL REPORT & WORK PLAN

PUBLIC COMMENT

Eric Fraser requested to see associated documents prior to the special meeting and the inclusion of public request for expansion of the Board.

5.1 Review and Approval of the 2019-2020 Annual Report & the 2020-2021 Work Plan

Review and Approval of 2019 Annual Report & the 2020-2021 Work Plan: Motion to have item continued to a special meeting, second by Peter Rumble. Unanimously approved 3-0.

2. ADJOURN: 11:32 AM