



City of Santa Rosa

637 First Street
Santa Rosa, CA 95404

**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
REGULAR MEETING AGENDA AND
SUMMARY REPORT - FINAL
JANUARY 23, 2025**

**ALL PUBLIC COMMENTS WILL BE PROVIDED IN PERSON OR VIA EMAIL
IN ADVANCE OF THE MEETINGS.**

**MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING BY
ATTENDING IN-PERSON FROM THE LARGE CONFERENCE ROOM,
FIRST FLOOR, LOCATED AT 637 FIRST ST., SANTA ROSA (IT IS
RECOMMENDED THAT SOCIAL DISTANCING BE OBSERVED).**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE VIA
ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/84480464372](https://srcity-org.zoom.us/j/84480464372), OR
BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 844 8046 4372.**

**IN THE EVENT A BOARD MEMBER PARTICIPATES REMOTELY BASED
ON JUST CAUSE OR
EMERGENCY CIRCUMSTANCES PURSUANT TO AB 2449, THE BOARD
WILL ALSO ALLOW
FOR PUBLIC COMMENT THROUGH THE ZOOM LINK OR DIAL-IN
NUMBER ABOVE.**

11:00 A.M. - REGULAR SESSION

- 1. CALL TO ORDER AND ROLL CALL**
- 2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)**

To consider and take action on any request from a Board Member to participate in a meeting remotely due to Just Cause or Emergency Circumstances pursuant to AB 2449 (Government Code Section 54953(f)).

3. MODIFICATIONS TO AGENDA

If needed, this is the time to announce any changes to the agenda due to unforeseen circumstances.

4. PUBLIC COMMENTS

This is the time when any person may address matters not listed on this agenda, but which are within the subject matter of the jurisdiction. The public may comment on agenda items when the item is called. Each speaker is allowed three minutes.

5. APPROVAL OF MINUTES

- 5.1** Draft Minutes - December 3, 2024.

Attachments: [Draft Minutes - December 3, 2024](#)

6. PARTNER REPORTS

- 6.1** Rose-E Pilot Project Report
Cadance Allinson will give an overview and recap of the Rose-E trolley pilot program.

Recommended Action: Information Only.

Attachments: [Rose-E Wrap Presentation.pdf](#)

- 6.2** Metro Chamber Update
Janelle Meyers will give an update on current and upcoming Santa Rosa Metro Chamber events and projects.

Recommended Action: Information Only.

7. NEW BUSINESS

- 7.1** Event Support Funding
Staff will give an update on the selection process for City-funded events.

Recommended Action: Nominate two SRTBIA members to serve on the selection panel.

8. DEPARTMENT REPORTS

9. ADJOURNMENT

**Santa Rosa Tourism Business
Improvement Area Advisory Board**

- FINAL

JANUARY 23, 2025

The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by calling (707) 543-3084 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.srcity.org/1392/Tourism-Business-Improvement-Area-Adviso>

Any writings or documents provided to a majority of this meeting body prior to this meeting regarding any item on this agenda are available by contacting the Economic Development Administrative Secretary at (707) 543-4662 or at kkramer@srcity.org.