



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

Thursday, January 23, 2025

11:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:01 a.m.

Present 4 - Chair Rafael Rivero, Board Member Todd Anderson, Board Member Donna Renteria, and Board Member Ananda Sweet

Excused 1 - Alternate Board Member Janelle Myers

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. MODIFICATIONS TO AGENDA

None.

4. PUBLIC COMMENTS

Chair Rivero opened and closed public comment at 11:02 a.m.

5. APPROVAL OF MINUTES

5.1 Draft Minutes - December 3, 2024.

Approved as submitted.

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.

Cadance Allinson presented.

Committee Members provided comments and feedback.

Cadance Allinson responded to Board Member inquiries.

Chair Rivero opened and closed public comment at 11:21 a.m.

6.2 Metro Chamber Update Janelle Meyers of the Santa Rosa Metro Chamber will give an update on current and upcoming events and projects. **Recommended Action: Information Only.**

Janelle Meyers reported.

Janelle Meyers responded to Board Member inquiries.

Chair Rivero opened and closed public comment at 11:36 a.m.

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.

Arts and Culture Coordinator Meredith Knudsen reported.

Staff Knudsen responded to Board Member inquiries.

A motion was made by Chair Rivero, seconded by Board Member Sweet, to nominate Board Members Anderson and Renteria for the selection panel.

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

Excused: 1 - Alternate Board Member Myers

8. DEPARTMENT REPORTS

Chair Rivero gave an update on the annual report.

Staff Knudsen introduced Rachel Beer, the new Program Analyst for Economic Development.

Staff Beer introduced herself.

9. ADJOURNMENT

Chair Rivero adjourned the meeting at 11:45 a.m.

Approved on: March 27, 2025

/s Jack Reynolds, Recording Secretary