



**SANTA ROSA TOURISM BUSINESS  
IMPROVEMENT AREA ADVISORY BOARD  
REGULAR MEETING AGENDA AND  
SUMMARY REPORT - FINAL  
MAY 28, 2026**

**11:00 A.M. - REGULAR SESSION**

**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.**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE VIA  
ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/84064085522](https://srcity-org.zoom.us/j/84064085522), OR  
BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 840 6408 5522.**

**Public Comment may be made live, in-person, during the meeting in the  
Large Conference Room at 637 First Street or submitted in advance via  
email at [EconomicDevelopment@srcity.org](mailto:EconomicDevelopment@srcity.org) by 12:00 pm the Wednesday  
before the Santa Rosa Tourism Business Improvement Area Meeting.**

**Any written correspondence will be included in the agenda  
before the meeting begins.**

**IN THE EVENT A BOARD MEMBER PARTICIPATES REMOTELY  
BASED ON JUST CAUSE UNDER THE BROWN ACT, THE CITY  
WILL ALLOW FOR PUBLIC COMMENT THROUGH THE ZOOM  
LINK OR DIAL-IN NUMBER ABOVE.**

**11:00 A.M.**

- 1. CALL TO ORDER AND ROLL CALL**
- 2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)**

This time is reserved for any Board Member to announce remote participation under the "Just Cause" provision of Government Code Section 54953.8.

### **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 of the Santa Rosa Tourism Business Improvement Area Board. The public may comment on agenda items when the item is called. Each speaker is allowed up to three minutes.

### **5. APPROVAL OF MINUTES**

**5.1** Draft Minutes - September 25, 2025.

**Attachments:** [Draft Minutes - September 25, 2025](#)

**5.2** Draft Minutes - October 23, 2025.

**Attachments:** [Draft Minutes - October 23, 2025](#)

**5.3** Draft Minutes - January 29, 2026.

**Attachments:** [Draft Minutes - January 29, 2026](#)

### **6. NEW BUSINESS**

**6.1** SRTBIA Event Support Funding July 1 - December 31, 2026.

Recommended Action: Approve selection panel recommendation for Event Support Funding distributions July 1 - December 31, 2026.

**Attachments:** [Staff Presentation](#)

### **7. DEPARTMENT REPORTS**

### **8. ADJOURNMENT**

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

**- FINAL**

**MAY 28, 2026**

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The City of Santa Rosa does not discriminate against individuals (including member(s) of a legislative body) with disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Recording Secretary at (707) 543-3084 or [jareynolds@srcity.org](mailto:jareynolds@srcity.org). The e-mail subject line should read "ADA Accommodation Request" or "Language Assistance" and the email should include your name, address, telephone number, and a description of the request. If the request is received at least seven (7) business days prior to the board meeting, the copy shall be provided no later than two (2) business days prior to the board meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.

*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) 543-3084 or at [jareynolds@srcity.org](mailto:jareynolds@srcity.org).*