

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT MANAGER  
PLANNING AND ECONOMIC DEVELOPMENT  
SUBJECT: SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD APPOINTMENTS

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, appoint the Santa Rosa Chamber of Commerce's (aka Santa Rosa Metro Chamber) Chief Executive Officer, and the City of Santa Rosa's Economic Development Manager as the representatives to the Santa Rosa Tourism Business Improvement Area (SRTBIA) Advisory Board. It is additionally recommended that the Council appoint the Visit Santa Rosa Executive Director, and the Program Specialist of the City of Santa Rosa's Economic Development Division as alternate representatives for their respective agencies to the SRTBIA Board.

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EXECUTIVE SUMMARY

The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established by Ordinance 3946 creating an assessment district on Santa Rosa lodging establishments. Per the ordinance, the Advisory Board is comprised of one Santa Rosa Chamber of Commerce employee, one City of Santa Rosa employee and three Santa Rosa lodging operators, at least one of whom is employed by a full-service hotel and one by a select service hotel. The Advisory Board has two vacancies to be filled.

This item supports Council Goal 1, *Create a Strong, Sustainable Economic Base*, in that tourism is one of Sonoma County's key industry sectors providing an important economic return to the City.

BACKGROUND

The SRTBIA was established by Santa Rosa Ordinance 3946 on August 3, 2010, creating a public-private partnership between the City of Santa Rosa, the Santa Rosa Chamber of Commerce, and Santa Rosa lodging establishments. The ordinance enables a 3% assessment paid by people staying at Santa Rosa lodging

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establishments, producing an average of \$1 million annually since 2011. 30% of the funds collected go to the City and are managed by the Economic Development Division of the Planning and Economic Development Department. The remaining 70% goes to the Santa Rosa Chamber of Commerce for its Convention & Visitors Bureau and Welcome Center operations & services.

The Advisory Board is comprised of one Santa Rosa Chamber of Commerce employee, one City of Santa Rosa employee and three Santa Rosa lodging operators, at least one of whom is employed by a full-service hotel and one of whom is employed by a select service hotel. The remaining representative may be employed by either a full-service or select service lodging operation.

With the retirement of former Santa Rosa Chamber of Commerce CEO Jonathan Coe, who held the board position by Resolution No. 27690, the Chamber's seat has been empty until the appointment of the new CEO, Peter Rumble. As it is the Chamber's intention to fill the SRTBIA board position at the CEO level, and the City's practice to fill their board seat with the Economic Development Manager, it is recommended that the resolution reads as such to allow for continuity in the event of future staff changes. For similar continuity purposes, staff also recommends the Executive Director of the Chamber's Visit Santa Rosa program be appointed as the Chamber's alternate in the event the CEO is unavailable, and the City's Economic Development Program Specialist be appointed as the City's alternate to the Economic Development Manager.

#### PRIOR CITY COUNCIL REVIEW

On July 27, 2010, the City Council, by Resolution No. 27690, appointed the first Advisory Board for the Santa Rosa Tourism Business Improvement Area.

On August 3, 2010, the City Council, by Ordinance No. 3946, established the Santa Rosa Tourism Business Improvement Area.

On March 8, 2011, the City Council, by Resolution No. 27848, appointed a full service hotel representative to a vacancy on the Board.

On July 29, 2014, the City Council, by Resolution No. 28524, appointed a full service hotel representative to a vacancy on the Board.

On October 24, 2017, the Council, by Resolution No. 2017-205, appointed a full service and at-large representative to a vacancy on the Board.

#### ANALYSIS

SRTBIA Advisory Board members are required to utilize their expertise in the hospitality and tourism industries to advise the Council on the amount of the Area's assessments and on the services, programs and activities to be funded by the assessments.

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The Board has most recently experienced a vacancy with the retirement of former Chamber of Commerce CEO Jonathan Coe. With the hiring of the Chamber’s new CEO, Peter Rumble, assuming Council’s approval of his appointment to the SRTBIA board, all seats will be filled as follows:

SR Chamber of Commerce	Peter Rumble <i>Brad Calkins</i>	Primary <i>Alternate</i>
City of Santa Rosa	Raissa de la Rosa <i>Rafael Rivera</i>	ED Division – Primary <i>Alternate</i>
Tony Bucklen, GM	Hilton Sonoma Wine Country	Full Service Hotel
Dona Rentera, GM	Best Western Garden Inn	Select Service Hotel
Todd Anderson, GM	Best Western Plus Wine Country Inn & Suites	At-Large Hotel Rep

To address programmatic continuity needs resulting from actions taken by or needing presentation to the board, alternate representation is recommended for the City and Chamber seats to ensure their primary administrative duties are covered in the absence of the Chamber CEO and the Economic Development Division’s manager.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund or the SRTBIA Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378. A “project” under CEQA does not include organization or administrative activities of governments that will not result in direct or indirect physical changes in the environment. (CEQA Guidelines, section 15378, subd. (b)(5).

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

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ATTACHMENTS

- Attachment 1 - Ordinance No. 3946 Establishing the SRTBIA
- Resolution

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