



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 SEPTEMBER 26, 2024

**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/84633862292](https://srcity-org.zoom.us/j/84633862292), OR
BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 846 3386 2292.**

**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 March 28, 2024 - Draft Minutes.

Attachments: [March 28, 2024 - Draft Minutes](#)

5.2 April 16, 2024 - Special Meeting Draft Minutes.

Attachments: [April 16, 2024 - Special Meeting Draft Minutes](#)

6. STAFF CHANGES

6.1 Introduction of Chief Economic Development Officer, Scott Adair.

6.2 Introduction of Public Arts Coordinator, Meredith Knudsen.

7. NEW ADVISORY BOARD MEMBER

7.1 Introduction of Steven Boswell, General Manager, Flamingo Hotel.

8. NEW BUSINESS

8.1 Scoring Results and Review

Meredith Knudsen will present scoring results and review staff recommendations for event support funding.

RECOMMENDATION: Discussion and approval of event supporting funding.

Attachments: [ADDED Presentation](#)
[SRTBIA Advisory Board - Late Correspondence - Items 8.1](#)

8.2 2024 First Cycle Event Support Summary Report

Janelle Meyers will provide an update on recent events that received event support funding from the Board.

RECOMMENDATION: Information only.

Attachments: [ADDED - March 2024 funding](#)

- 8.3** 2024 Annual Report & 2025 Work Plan
Chair Rivero will give an update on the 2024 Annual Report and 2025 Work Plan.

RECOMMENDATION: Information and Discussion.

9. DEPARTMENT REPORTS

10. ADJOURNMENT

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) 543-3084 or at jareynolds@srcity.org.