



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

---

Thursday, September 25, 2025

11:00 AM

---

**1. CALL TO ORDER AND ROLL CALL**

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

**2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)**

None.

**3. MODIFICATIONS TO AGENDA**

Chief Economic Development Officer Scott Adair announced an error in the title of an attachment to the agenda.

**4. PUBLIC COMMENTS**

Chair Rivero opened and closed public comment.

**5. APPROVAL OF MINUTES**

5.1 Draft Minutes - July 24, 2025.

Approved as submitted.

**6. NEW BUSINESS**

6.1 Santa Rosa Tourism Business Improvement Area (SRTBIA) Annual Report and Work Plan.

DESCRIPTION: "City Staff and the Santa Rosa Metro Chamber will present the 2024 Annual Report and 2025-2028 Work Plan."

RECOMMENDED ACTION: Discussion and Recommendation for Council to Adopt.

Staff Adair presented.

Janelle Meyers reported.

Chair Rivero opened and closed public comment.

**A motion was made by Chair Rivero, seconded by Board Member Anderson, to approve the Annual Report and Work Plan to City Council.**

**Yes:** 3 - Chair Rivero, Board Member Anderson and Board Member Sweet

**Excused:** 1 - Alternate Board Member Myers

**Absent:** 2 - Board Member Pace and Board Member Renteria

## 6.2 Event Support Funding

Staff will present an overview of SRTBIA Event Support Funding for January 1- June 30, 2026 and present the process for selection panel.

RECOMMENDED ACTION: Select two members for SRTBIA Event Support Funding Selection Panel.

Arts and Culture Coordinator Meredith Knudsen reported.

Board Members provided comments and feedback.

Chair Rivero opened and closed public comment.

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

**Yes:** 3 - Chair Rivero, Board Member Anderson and Board Member Sweet

**Excused:** 1 - Alternate Board Member Myers

**Absent:** 2 - Board Member Pace and Board Member Renteria

## 7. DEPARTMENT REPORTS

Staff Adair, Staff Knudsen, and Program Analyst Rachel Beer reported on the Economic Development Division.

Chair Rivero opened and closed public comment.

## 8. ADJOURNMENT

Chair Rivero adjourned the meeting at 11:22 am.