



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 - DRAFT
MARCH 27, 2025**

**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/84480464372](https://srcity-org.zoom.us/j/84480464372), OR
BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 844 8046 4372.**

**Public Comment may be made live, in-person, during the meeting in the
Large Conference Room at 637 1st Street or submitted in advance via
email at 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 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** Draft Minutes - January 23, 2025.

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

6. DEPARTMENT REPORTS

7. NEW BUSINESS

- 7.1** Event Support Funding
Meredith Knudsen will present an update on Event Support Funding and seek recommendations from the Board regarding event scoring criteria.

Recommended Action: Information and Discussion.

Attachments: [Event Funding Presentation](#)

- 7.2** Annual Report and Work Plan
Chair Rivero and Board Member Sweet will give an update on the latest draft of the SRTBIA Annual Report and Work Plan.

Recommended Action: Information Only.

Attachments: [Work Plan Draft](#)

- 7.3** Visit Santa Rosa Update
Board Member Sweet will give an update on Visit Santa Rosa.

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

- DRAFT

MARCH 27, 2025

Recommended Action: Information only.

8. 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) 543-4662 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-Advisory>

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.