



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

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Thursday, March 27, 2025

11:00 AM

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

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

**Present** 5 - Chair Rafael Rivero, Board Member Todd Anderson, Board Member Tony Pace, Board Member Donna Renteria, and Board Member Ananda Sweet

**Absent** 1 - Alternate Board Member Janelle Myers

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

None.

**3. MODIFICATIONS TO AGENDA**

None.

**4. PUBLIC COMMENTS**

Chair Rivero opened and closed public comment at 11:02 am.

**5. APPROVAL OF MINUTES**

5.1 Draft Minutes - January 23, 2025.

Approved as submitted.

**6. DEPARTMENT REPORTS**

Chief Economic Development Officer Scott Adair welcomed new Board Member Tony Pace.

Board Member Pace thanked staff and expressed his excitement to join the Board.

Chair Rivero opened and closed public comment at 11:04 am.

**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.

Arts and Culture Coordinator Meredith Knudsen presented.

Board Members provided comments and feedback.

Staff Knudsen responded to Board Member inquiries.

Chair Rivero opened and closed public comment at 11:18 am.

**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.

Chair Rivero and Board Member Sweet reported.

Staff Adair provided comments.

Chair Rivero opened and closed public comment at 11:20 am.

**7.3**

**Visit Santa Rosa Update**

Board Member Sweet will give an update on Visit Santa Rosa.

Recommended Action: Information only.

Board Member Sweet reported.

Board Member Pace provided comments.

Board Member Sweet responded to Board Member inquiries.

Chair Rivero opened and closed public comment at 11:28 pm.

**8. ADJOURNMENT**

Chair Rivero adjourned the meeting at 11:28 am.