



**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
REGULAR MEETING AGENDA AND
SUMMARY REPORT - FINAL
MARCH 24, 2022**

11:00 A.M.

PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND THE RECOMMENDATION OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA, THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD MEMBERS WILL BE PARTICIPATING IN THIS MEETING VIA ZOOM WEBINAR.

MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING VIRTUALLY AT: [HTTPS://SRCITY-ORG.ZOOM.US/J/81793472896](https://srcity-org.zoom.us/j/81793472896) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 817 9347 2896.

Public Comment may be made live during the meeting via Zoom or submitted by 5:00 P.M., Wednesday, March 23, via e-mail at economicdevelopment@srcity.org or via recorded voice message at 707-543-3080. Recorded voice message comments will be played (up to 3 minutes each) at the time that Agenda Item is discussed during the Santa Rosa Tourism Business Improvement Area Advisory Board. Email public comments will be attached to the item for Board and Public review.

1. CALL TO ORDER AND ROLL CALL

2. 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.

3. APPROVAL OF MINUTES

3.1 Draft Meeting Minutes for the November 18, 2021 Special Meeting.

Attachments: [2022.11.18 Draft Special Meeting Minutes](#)

4. EVENT SUPPORT APPLICATIONS

- 4.1** 16th Annual California Artisan Cheese Festival
Attachments: [2022.05.07 16th Annual California Artisan Cheese Festival](#)
- 4.2** The 30th Annual Sonoma County Hot Air Balloon Classic
Attachments: [2022.06.04-05 - SoCo Hot Air Balloon Classic - Event Supp](#)
- 4.3** Monster Truck Spring Nationals
Attachments: [2022.05.13-14 Monster Truck Spring Nationals.pdf](#)
- 4.4** Wine Country Distillery Festival - New date August 13, 2022 -
Re-approval of funds due to the date change.
Attachments: [Initial Application - 2022 WCDF - Event Support Application](#)
[WCDF - Event Support New Date & Amount Previously Ap](#)
- 4.5** Annual Sonoma County LGBTQI++ Pride Parade & Festival
Attachments: [2022.06.05 Pride Parade & Festival](#)
- 4.6** DJFE Triathlon Race Series
Attachments: [2022.05.01 DJFE Triathlon Race Series](#)
- 4.7** Wednesday Night Market
Attachments: [2022.05.18 - 2022.08.31 Wednesday Night Market](#)

5. DEPARTMENT REPORTS

This time is reserved for City staff to provide a briefing on issues of interest. No action will be taken on these matters except to possibly place a particular item on a future agenda for consideration.

6. ADJOURNMENT

Contact Rafael Rivero at (707) 543-3460 with any questions regarding the agenda.

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

- FINAL

MARCH 24, 2022

The City of Santa Rosa does not discriminate on the basis of disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Economic Development Administrative Secretary at (707) 543-3227 (TTY Relay at 711) or at ecleary@srcity.org. Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.