



Santa Rosa Tourism Business Improvement Area Advisory Board Meeting Minutes - Final

Thursday, March 24, 2022

11:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:03AM.

Present 5 - Board Member Todd Anderson, Board Member Donna Renteria, Board Member Peter Rumble, Board Member Rafael Rivero, and Alternate Board Member Tara Thompson

2. PUBLIC COMMENTS

Eric Fraser: Commented on Short Term Rental policy and encouraged the Board to consider adding a member of the Short Term Rental community to join the Board.

3. APPROVAL OF MINUTES

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

A motion was made by Board Member Renteria, seconded by Board Member Anderson, that this SRTBIA Advisory Board agenda item be Approved as submitted.. The motion carried. by an unanimous vote.

4. EVENT SUPPORT APPLICATIONS

4.1 16th Annual California Artisan Cheese Festival

A motion was made by Board Member Anderson, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$5,000 with the condition that it be used for marketing. The motion carried by an unanimous vote.

4.2 The 30th Annual Sonoma County Hot Air Balloon Classic

A motion was made by Board Member Anderson, seconded by Board Member Rumble, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$5,000. The motion carried by an unanimous vote.

4.3 Monster Truck Spring Nationals

A motion was made by Chair Rivero, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$1,500. The motion carried by an unanimous vote.

- 4.4** Wine Country Distillery Festival - New date August 13, 2022 - Re-approval of funds due to the date change.

A motion was made by Board Member Rumble, seconded by Chair Rivero, that this SRTBIA Advisory Board agenda item be approved. The motion carried by an unanimous vote.

- 4.5** Annual Sonoma County LGBTQI++ Pride Parade & Festival

A motion was made by Chair Rivero, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$6,000. The motion carried by an unanimous vote.

- 4.6** DJFE Triathlon Race Series

A motion was made by Board Member Anderson, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$2,000. The motion carried by an unanimous vote.

- 4.7** Wednesday Night Market

A motion was made by Board Member Anderson, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$1,000. The motion carried by an unanimous vote.

5. DEPARTMENT REPORTS

A special meeting will be for the Board to approve sending a recommendation to Council that Tony Pace be appointed to the Board, and the Charlene Lennon be appointed as an alternate to Member Rumble.

6. ADJOURNMENT

Chair Rivero adjourned the meeting at 12:00PM.

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

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Approved On:

**Eileen Cleary
Recording Secretary**