



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

---

Thursday, November 18, 2021

11:00 AM

---

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

Chair Rivero called the meeting to order at 11:07AM.

**Present** 4 - Board Member Todd Anderson, Board Member Donna Renteria,  
Board Member Peter Rumble, and Board Member Rafael Rivero

**2. PUBLIC COMMENTS**

None

**3. APPROVAL OF MINUTES**

3.1 Draft Meeting Minutes for July 22, 2021

**Item approved as submitted.**

3.2 Draft Meeting Minutes for September 23, 2021

**Item approved as submitted.**

**4. NEW BUSINESS**

4.1 Strategic Objectives for 2022

- Event Support Budget for January 1 - June 30, 2022
- Event Support Budget for July 1 - December 31, 2022
- Discussion of fund for non-event promotions

Public Comment:

Eric Fraser, Truth in Tourism, voiced support of having a more detailed conversation at a future meeting.

**Item received and file.**

**5. EVENT SUPPORT APPLICATIONS**

5.1 Santa Rosa Turkey Trot

**A motion was made by Board Member Anderson, seconded by Board**

**Member Rumble, that this SRT- Agenda Item be adopt as amended. Support in the amount of 500.00 was approved out of the \$5,000.00 requested. The motion carried by an unanimous vote.**

**5.2** Wine Country Distillery Festival

**A motion was made by Board Member Anderson, seconded by Board Member Rumble, that this SRT- Agenda Item be adopt as amended. Support in the amount of \$3,500.00 was approved out of the \$5,000.00 requested. The motion carried by an unanimous vote.**

**5.3** American Junior Golf Association Preview at Windsor presented by Fortinentl

**A motion was made by Board Member Anderson, seconded by Board Member Rumble, that this SRT- Agenda Item be adopt as amended. Support in the amount of \$1,000.00 was approved out of the \$10,000.00 requested. The motion carried by an unanimous vote.**

**6. ADJOURNMENT**

Chair Rivero adjourned the meeting at 11:39AM. The next regular schedule meeting is January 27, 2022.