



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

Tuesday, December 3, 2024

11:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:04 am.

Present 4 - Chair Rafael Rivero, Board Member Todd Anderson, Alternate Board Member Janelle Myers, and Board Member Donna Renteria

Absent 2 - Board Member Steven Boswell, and Board Member Ananda Sweet

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

Alternate Board Member Meyers participated remotely due to Just Cause - Contagious Illness.

3. MODIFICATIONS TO AGENDA

None.

4. PUBLIC COMMENTS

Chair Rivero opened and closed public comment at 11:05 am.

5. APPROVAL OF MINUTES

5.1 Draft Minutes - September 26, 2024

Approved as submitted.

6. NEW BUSINESS

6.1 Event Support Goals and Strategies for 2025

Recommendation: Discussion.

Arts and Culture Coordinator Meredith Knudsen reported.

Staff Knudsen responded to Board Member inquiries.

Board members provided comments and feedback.

Chair Rivero opened public comment at 11:15 am.

Lindsay Musco provided comments.

Chair Rivero closed public comment at 11:17 am.

Board Members provided additional comments.

6.2 Event Support Application Evaluation and Scoring

Recommendation: Discussion.

Staff Knudsen provided updates.

Board Members provided comments and feedback.

Staff Knudsen and Chief Economic Development Officer Scott Adair responded to Board Member inquiries.

Chair Rivero opened public comment at 11:30 am.

Lindsay Musco provided comments.

Chair Rivero closed public comment at 11:33 am.

6.3 Assessment-funded Activities

Recommendation: Discussion.

Staff Adair reported.

Board Members provided comments and feedback.

Staff Adair and Knudsen responded to Board Member inquiries.

Chair Rivero opened public comment at 11:51 am.

Lindsay Musco provided comments.

Chair rivero closed public comment at 11:55 am.

6.4 2024 Annual Report & 2025 Work Plan Update

Recommendation: Discussion.

Chair Rivero provided an update.

Board Members provided comments and feedback.

Chair Rivero opened public comment at 12:00 pm.

Lindsay Musco provided comments.

Chair Rivero closed public comment at 12:01 pm.

7. DEPARTMENT REPORTS

Staff Adair reported.

8. ADJOURNMENT

Chair Rivero adjourned the meeting at 12:02 pm.