

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: DINA MANIS, CITY CLERK
CITY CLERK'S OFFICE
SUBJECT: APPOINTMENT TO THE SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD

AGENDA ACTION: APPOINTMENT

RECOMMENDATION

It is recommended by the City Clerk, and by direction of the Mayor, that the Council review an application from Tony Pace for appointment to the Santa Rosa Tourism Business Improvement Area Advisory Board.

EXECUTIVE SUMMARY

The Council will consider an appointment to fill one vacancy on the Santa Rosa Tourism Business Improvement Area Advisory Board.

BACKGROUND

The Santa Rosa Tourism Business Improvement Area Advisory Board has one vacancy. Two interviews for this vacancy were previously conducted on September 10, 2024, and applicant Steven Boswell was appointed. Steven Boswell is no longer employed by a hotel and is therefore no longer eligible to serve on this board. The second interviewee Tony Pace is still available and meets the requirements to serve on this board.

PRIOR CITY COUNCIL REVIEW

Interviews of Tony Pace and Steven Boswell were conducted on September 10, 2024.

ANALYSIS

Per section 6-56.400 of Ordinance 3946 establishing the Santa Rosa Tourism Business Improvement Area, the Advisory Board shall be made up of five (5) members appointed as follows: one Santa Rosa Chamber of Commerce employee, one City of Santa Rosa employee, and three hotel operators, at least one of whom

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is employed by a full-service hotel and one of whom is employed by a select service hotel. The Advisory Board shall thereafter be subject to Council Policy No. 000-06.

Pursuant to City Code Section 18-04.050 it is desirable but not required that candidates be active in their field and are qualified by experience and training to pass upon matters pertaining to building constructions.

Per the Council's Appointment Policy (Policy 000-06), members of the Santa Rosa Tourism Business Improvement Area Advisory Board are appointed by the full Council. The City Clerk's Office has received one application from Tony Pace that meets the requirements of this board.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

The City Clerk's Office conducted recruitment efforts seeking applicants for various vacancies through our srcity.org/boards website, City Connections Newsletter, The Press Democrat, La Voz, through multiple professional and community organizations, and using social media outreach.

ATTACHMENTS

- Attachment 1 - Notice of Availability of Applications
- Attachment 2 - Council Policy 000-06
- Attachment 3 – Ordinance Establishing SRTBIA

PRESENTER

Dina Manis, City Clerk