

SRTBIA

Santa Rosa Tourism Business Improvement Area

Advisory Board Appointments

City Council – April 10, 2018



Raissa de la Rosa, Economic Development Manager
Planning & Economic Development Department

SRTBIA: Overview

- SRTBIA established August 3, 2010 - **Ordinance 3946**
- **3% Assessment** on lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses
- Distribution of Funds Collected:
 - **30%: City of Santa Rosa**, Economic Development Division
 - **70%: Santa Rosa Chamber of Commerce**, Visit Santa Rosa Program

SRTBIA: Advisory Board

ADVISORY BOARD

5 members appointed by City Council:

- 1 Santa Rosa Chamber of Commerce employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

Ordinance 3946, Section 6-56.400:

The Advisory Board shall thereafter be subject to Council Policy No. 006-06. Notwithstanding any Council Policy that may now or hereafter exist to the contrary, City employees shall serve on the Advisory Board. The Advisory Board shall advise the City Council on the amount of the Area's Assessments and on the services, programs, and activities to be funded by the Assessments, and shall perform such other duties as required by Law, including preparing the Annual Report required by Section 36533 of the Law. The Advisory Board shall meet as often as necessary to accomplish its goals, but no less than once each calendar quarter.

SRTBIA: Advisory Board

Current and *Proposed* Roster:

	Affiliation/Position	Representing
• Peter Rumble	CEO	SR Chamber
• Brad Calkins	<i>Alternate</i>	Chamber – Visit Santa Rosa
• Raissa de la Rosa	ED Manager <i>Alternate</i>	City of Santa Rosa
• Rafael Rivera	Best Western Garden Inn	<i>ED Division Staff</i>
• Donna Rentera	Hilton Sonoma Wine Country	Hotel – Select Service
• Tony Bucklen	Best Western Plus	Hotel – Full Service
• Todd Anderson		Hotel – At Large

SRTBIA: Recommendation

- It is recommended by the Planning and Economic Development Department that the Council, by resolution, appoint the Santa Rosa Chamber of Commerce's (aka Santa Rosa Metro Chamber) Chief Executive Officer, and the City of Santa Rosa's Economic Development Manager as the representatives to the Santa Rosa Tourism Business Improvement Area (SRTBIA) Advisory Board.
- It is additionally recommended that the Council appoints the Visit Santa Rosa Executive Director, and the Program Specialist of the City of Santa Rosa's Economic Development Division as alternate representatives for their respective agencies to the SRTBIA Board.