



# City of Santa Rosa

Large Conference Room 7,  
City Hall, 100 Santa Rosa Ave  
Santa Rosa, CA 95404

## SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL MARCH 28, 2024

**EFFECTIVE IMMEDIATELY ALL PUBLIC COMMENTS WILL BE PROVIDED IN PERSON OR VIA EMAIL IN ADVANCE OF THE MEETINGS.**

**MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING BY ATTENDING IN-PERSON FROM THE LARGE CONFERENCE ROOM 7, CITY HALL, 100 SANTA ROSA AVE., SANTA ROSA (IT IS RECOMMENDED THAT SOCIAL DISTANCING BE OBSERVED).**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE VIA ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/84633862292](https://srcity-org.zoom.us/j/84633862292), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 846 3386 2292.**

### 11:00 A.M. - REGULAR SESSION

#### 1. CALL TO ORDER AND ROLL CALL

#### 2. PUBLIC COMMENTS

This is the time when any person may address matters not listed on this agenda, but which are within the subject matter of the jurisdiction. The public may comment on agenda items when the item is called. Each speaker is allowed three minutes.

#### 3. APPROVAL OF MINUTES

##### 3.1 September 28, 2023 - Draft Minutes

**Attachments:** [September 28, 2023 - Draft Minutes](#)

#### 4. STAFF CHANGES UPDATE

##### 4.1 Introduction of Planning and Economic Development Director, Gabe Osburn

##### 4.2 Introduction of Acting Deputy Director for Economic Development, Jill Scott.

## **5. EVENT SUPPORT APPLICATION PROCESS UPDATE**

### **5.1 Evaluation and Scoring Criteria Document - Discussion.**

**Attachments:** [DRAFT - Event Support Score Sheet](#)

## **6. ADVISORY BODY VACANCIES**

### **6.1 RECRUITMENT PROCESS**

## **7. DEPARTMENT REPORTS**

## **8. ADJOURNMENT**

The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by calling (707) 543-4662 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.srcity.org/1392/Tourism-Business-Improvement-Area-Adviso>

*Any writings or documents provided to a majority of this meeting body prior to this meeting regarding any item on this agenda are available by contacting the Economic Development Administrative Secretary at (707) 543-4662 or at [kkramer@srcity.org](mailto:kkramer@srcity.org).*