



City of Santa Rosa

City Hall
100 Santa Rosa Avenue,
Room 10
Santa Rosa, CA 95404

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL-REVISED SEPTEMBER 28, 2023

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, LOCATED AT 100 SANTA ROSA AVE., ROOM 7 (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/89781943609](https://srcity-org.zoom.us/j/89781943609), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 897 8194 3609.

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 August 10, 2023 - Draft Minutes

Attachments: [August 10, 2023 - Draft Minutes](#)

4. NEW BUSINESS

4.1 EVENT SUPPORT REPORT

BACKGROUND: Brief Overview of Events Funded in 2023 (1st Cycle)

RECOMMENDATION: Information and Discussion

PRESENTED BY: Janelle Myers, VP, Marketing & Communications,
Visit Santa Rosa

4.2 REACTIVATION OF THE THIRD STREET CINEMA SITE

BACKGROUND: Discussion of a Proposed Project to Reactivate the
Third Street Cinema Site to a Hybrid Conference/Performing Arts
Center

RECOMMENDATION: Information and Discussion

PRESENTED BY: Board Member, Hugh Futrell, CEO, Hotel E

Attachments: [ADDED Memorandum as of 9.25.23](#)
[Late Correspondence as of 9.25.23](#)

5. DEPARTMENT REPORTS

6. 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.