



City of Santa Rosa

100 Santa Rosa Avenue,
Mayor's Conference Room,
Room 10
Santa Rosa, CA 95404

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD SPECIAL MEETING NOTICE AND AGENDA

JANUARY 23, 2020

11:00 A.M.

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 Approval of Minutes: November 21, 2019

Attachments: [November 21, 2019 Draft Meeting Minutes](#)

4. BUDGET UPDATE

4.1 BUDGET UPDATE

Brad Calkins, Executive Director, Visit Santa Rosa

5. EVENT SUPPORT APPLICATIONS

5.1 Distillery Festival

Attachments: [Distillery Festival Event Support Application](#)
[Distillery Festival Presentation](#)
[Distillery Festival Press Release](#)

5.2 Beerfest

Attachments: [Beerfest Event Support Application](#)

5.3 Snoopy's Senior World Hockey Tournament

Attachments: [Snoopy's Senior World Hockey Tournament Event Support](#)
[2018 Program Snoopy's Senior World Hockey Tournament](#)

**Santa Rosa Tourism Business
Improvement Area Advisory Board**

JANUARY 23, 2020

5.4 Sonoma County Harvest Cup

Attachments: [Sonoma County Harvest Cup Event Support Application](#)

5.5 Levi's Gran Fondo

Attachments: [Gran Fondo Event Support Application](#)

5.6 Nor Cal Exotic Erotic

Attachments: [NorCal Erotic Exotic Even Support-Application](#)
[NorCal Exotic Erotic Presentation](#)

5.7 Hot Air Balloon Classic

Attachments: [2020 Sonoma County Hot Air Balloon Classic - Event Supp](#)

5.8 Battle of the Brews

Attachments: [Battle of the Brews Event Supoprt Application.pdf](#)

5.9 Monster Truck

Attachments: [Monster Truck Event Support Application.pdf](#)

6. ADJOURNMENT

The City of Santa Rosa does not discriminate on the basis of disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Economic Development Administrative Secretary at (707) 543-3227 (TTY Relay at 711) or at ecleary@srcity.org. Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.