



**SANTA ROSA TOURISM BUSINESS  
IMPROVEMENT AREA ADVISORY BOARD  
REGULAR MEETING AGENDA AND  
SUMMARY REPORT - FINAL  
MARCH 25, 2021**

**11:00 AM**

Due to the provisions of the Governor's Executive Orders N-25-20 and N29-20 which suspend certain requirements of the Brown Act, and the order of the Health Officer of the County of Sonoma to shelter in place to minimize the spread of COVID-19, the Santa Rosa Business Improvement Area Advisory Board Members will be participating via Zoom Webinar.

MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING VIRTUALLY AT [HTTPS://SRCITY-ORG.ZOOM.US/J/93356859985](https://srcity-org.zoom.us/j/93356859985) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 933 5685 9985

The public accessing the meeting through the Zoom link will be able to provide public comment on agenda item at the time the Agenda Item is discussed during the meeting of the Santa Rosa Business Improvement Area Advisory Board.

Public Comment can also be submitted by 5:00 pm, the Wednesday before the meeting of the Santa Rosa Business Improvement Area Advisory Board via e-mail at [EconomicDevelopment@srcity.org](mailto:EconomicDevelopment@srcity.org) and via recorded voice message at 707-543-3080. All comments will be read into record or played (up to 3 minutes each) at the time that Agenda Item is discussed during the meeting of the Santa Rosa Business Improvement Area Advisory Board.

**DEADLINES AND ADDITIONAL INSTRUCTION FOR PUBLIC COMMENT ARE SET FORTH BELOW.**

The City of Santa Rosa has postponed many non-essential meetings until further notice. We appreciate your patience and willingness to protect the health and wellness of our community. If you have any questions regarding this meeting, please contact Eileen Cleary at [ecleary@srcity.org](mailto:ecleary@srcity.org).  
**MATTERS ON THE AGENDA MAY BE TAKEN OUT OF ORDER.**

**PUBLIC COMMENTS:**

Live Public Comment: The public accessing the meeting through the Zoom link will be able to provide public comment on agenda items at the time an Agenda Item is discussed during the meeting of the Santa Rosa Business Improvement Area Advisory Board. Go to <https://srcity.org/VirtualParticipation> for more information on virtual meeting public participation.

E-mail Public Comment: To submit an e-mailed public comment to the Santa Rosa Business Improvement Area Advisory Board, please send to: [EconomicDevelopment@srcity.org](mailto:EconomicDevelopment@srcity.org) by 5:00 p.m., Wednesday, March 24. Identify in the subject line of your e-mail the Agenda Item Number on which you wish to comment, provide your name in the body of the e-mail and your comment. Please limit your e-mail to approximately 400 words (which is a speaking rate of 133 words per minute).

Recorded Voice Message Public Comment: To submit a voice message public comment, please call 707-543-3080 by 5:00 p.m., Wednesday, March 24. State your name, the Agenda Item Number(s) on which you wish to comment, and your comment. Recordings will be limited to 3 minutes.

**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** Draft Meeting Minutes for January 28, 2021

**Attachments:** [2021.01.28 Draft Meeting Minutes](#)

**4. NEW BUSINESS**

**4.1**      2021 Budget Discussion

**5. EVENT SUPPORT APPLICATIONS**

**5.1**      Country Summer Music Festival - June 18-20, 2021

**Attachments:**    [Event Support Application Country Summer](#)

**5.2**      Rock & Revelry Music Festival - June 25-27, 2021

**Attachments:**    [Event Support Application Rock & Revelry](#)

**5.3**      Les Schwab Tires Monster Truck & Hot Rod Drive-Thru Adventure -  
March 26 - April 4, 2021

**Attachments:**    [WAGS Motorsports Event Support Application](#)  
[WAGS Flyer](#)

**6. ADJOURNMENT**

**Contact Rafael Rivero at (707) 543-3460 with any questions regarding the agenda.**

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](mailto:ecleary@srcity.org). Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.