



**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
REGULAR MEETING AGENDA AND
SUMMARY REPORT - FINAL-REVISED
JULY 22, 2021**

11:00 A.M.

Revised to include additional event support application.

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/89457781994](https://srcity-org.zoom.us/j/89457781994) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 894 5778 1994. 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 Sunday before the meeting of the Santa Rosa Business Improvement Area Advisory Board via e-mail at 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.

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

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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 by 5:00 p.m., Wednesday, July 21. 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, July 21. 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. ANNOUNCEMENTS

- 3.1** Hotel - Full Service Seat Opening on the Santa Rosa Business Improvement Area Advisory Board

4. APPROVAL OF MINUTES

- 4.1** Draft Meeting Minutes for May 27, 2021

Attachments: [2021.05.27 Draft Meeting Minutes](#)

- 4.2** Draft Meeting Minutes for July 12, 2021 Special Meeting

Attachments: [2021.07.12 Draft Special Meeting Minutes](#)

5. EVENT SUPPORT APPLICATIONS

- 5.1** Motorsports at the Family Fun Fest - August 6 - 8, 2021

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Attachments: [Special Event App. - Motorsport at the Family Fun Fest.pdf](#)

5.2 2021 DJFE Triathlon Race Series - September 16, 2021

Attachments: [Event Support App. - 2021 DJFE Triathlon Race Series](#)

5.3 Historic Railroad Square “Summer Music Stroll” & Student Art Show -
August 22 & September 26, 2021

Attachments: [Summer Music Stroll & Student Art Show](#)

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. Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.