



**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
REGULAR MEETING AGENDA AND
SUMMARY REPORT - FINAL-REVISED
MAY 26, 2022**

11:00 A.M.

Final Revised: The agenda was revised to annotate the Beer City Event Support Application and its supporting document with the updated date for the event.

PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND THE RECOMMENDATION OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA, THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD MEMBERS WILL BE PARTICIPATING IN THIS MEETING VIA ZOOM WEBINAR.

MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING VIRTUALLY AT: [HTTPS://SRCITY-ORG.ZOOM.US/J/83781548864](https://srcity-org.zoom.us/j/83781548864) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 837 8154 8864.

Public Comment may be made live during the meeting via Zoom or submitted by 5:00 P.M., Wednesday, May 25, via e-mail at economicdevelopment@srcity.org or via recorded voice message at 707-543-3080. Recorded voice message comments will be played (up to 3 minutes each) at the time that Agenda Item is discussed during the Santa Rosa Tourism Business Improvement Area Advisory Board. Email public comments will be attached to the item for Board and Public review.

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

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

- FINAL-REVISED

MAY 26, 2022

- 3.1** Approval of Minutes: March 24, 2022 Meeting

Attachments: [2022.03.24 Meeting Minutes](#)

- 3.2** Approval of Minutes: April 11, 2022 Special Meeting

Attachments: [2022.04.11 Special Meeting Minutes - Draft.pdf](#)

4. EVENT SUPPORT APPLICATIONS

- 4.1** Beerfest, The Good One

Attachments: [2022.06.11 Beerfest The Good One.pdf](#)

- 4.2** Snoopy's 44th Annual Senior World Hockey Tournament

Attachments: [2022.07-17 Snoopy's 44th Annual Senior World Hockey Tournament](#)
[2022.07-17 Intro Letter Snoopy's 44th Annual Hockey Tournament](#)

- 4.3** Beer City

Attachments: [2023.02.25 Beer City - Application.pdf](#)
[2023.02.25 Beer City - Marketing & Expense Brief.pdf](#)

5. 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.