



**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
REGULAR MEETING AGENDA AND
SUMMARY REPORT - FINAL
JULY 28, 2022**

11:00AM

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/89721563202](https://srcity-org.zoom.us/j/89721563202) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 897 2156 3202.

Public Comment may be made live during the meeting via Zoom or submitted by 5:00 P.M., Wednesday, July 27, 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

3.1 Approval of Minutes: May 26, 2022

Attachments: [2022.05.26 Meeting Minutes - Draft.pdf](#)

4. EVENT SUPPORT APPLICATIONS

- 4.1** Beer City - Continued from May 26, 2022, meeting.

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

- 4.2** Turkey Trot

Attachments: [2022.11.24 Turkey Trot 22 Support Application](#)
[2022.11.24 Turkey Trot Marketing Brief.pdf](#)

5. APPROVAL OF DRAFT 2021-2022 ANNUAL REPORT & 2022-2023 WORKPLAN

- 5.1** Review and Approval of the Draft 2021-2022 Annual Report and
2022-2023 Work Plan

Attachments: [Draft - 2021-23 Annual Report & 2022-23 Work Plan](#)

6. ADJOURNMENT

Contact Tara Thompson at (707) 543-4512 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.