



**SANTA ROSA TOURISM BUSINESS  
IMPROVEMENT AREA ADVISORY BOARD  
REGULAR MEETING AGENDA AND  
SUMMARY REPORT - FINAL  
SEPTEMBER 22, 2022**

**11:00 A.M.**

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/86440495704](https://srcity-org.zoom.us/j/86440495704) OR BY DIALING 833-548-0276 (Toll Free), THEN ENTER WEBINAR ID: 864 4049 5704.

Public Comment may be made live during the meeting via Zoom or submitted by 5:00 P.M., Wednesday, September 21, via e-mail at [economicdevelopment@srcity.org](mailto: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: July 28, 2022

**Attachments:** [2022.07.28 Meeting Minutes - Draft](#)

#### **4. EVENT SUPPORT APPLICATIONS**

**4.1** 19th Annual Pinot On The River

**Attachments:** [2022.10.08 -Event Support - POTR](#)

**4.2** Wyndham Cup by American Junior Golf Association

**Attachments:** [2023.07.10-13 - Event Support - AJGA](#)  
[2023.07.10-13 - Fact Sheet - AJGA](#)  
[2023.07.10-13 - 2017 Fulfillment Report - AJGA](#)

#### **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](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.