



City of Santa Rosa

Virtual Meeting - See Agenda
for Participation

**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
SPECIAL MEETING NOTICE AND AGENDA -
FINAL
NOVEMBER 18, 2021**

11:00 A.M.

PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND THE RECOMMENDATION OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA, 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/84587053890](https://srcity-org.zoom.us/j/84587053890) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 845 8705 3890.

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 Downtown Subcommittee.

Public Comment can also be submitted by 5:00 pm, the Monday before the Santa Rosa Tourism Business Improvement Area Advisory Board via e-mail at EconomicDevelopment@srcity.org and via recorded voice message at 707-543-3080. All comments written comments will be attached to the associated item for the review of the Board Members and the Public. Voicemail messages will be played (up to 3 minutes each) at the time that Agenda Item is discussed during the meeting of the Downtown Subcommittee.

**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.

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**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 Tourism 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 Tourism Business Improvement Area Advisory Board, please send to: EconomicDevelopment@srcity.org by 5:00 p.m., Wednesday, November 17. 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). Written comment will be attached to the associated agenda item for review by the Board and Public.

Recorded Voice Message Public Comment: To submit a voice message public comment, please call 707-543-3080 by 5:00 p.m., Wednesday, November 17. 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 July 22, 2021

Attachments: [2021.07.22 Draft Meeting Minutes.pdf](#)

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3.2 Draft Meeting Minutes for September 23, 2021

Attachments: [2021.09.23 Draft Meeting Minutes](#)

4. NEW BUSINESS

4.1 Strategic Objectives for 2022

- Event Support Budget for January 1 - June 30, 2022
- Event Support Budget for July 1 - December 31, 2022
- Discussion of fund for non-event promotions

5. EVENT SUPPORT APPLICATIONS

5.1 Santa Rosa Turkey Trot

Attachments: [Turkey Trot - Event Support Application](#)

5.2 Wine Country Distillery Festival

Attachments: [2022 WCDF - Event Support Application
Presentation - 2022 WCDF](#)

5.3 American Junior Golf Association Preview at Windsor presented by Fortinentl

Attachments: [AJGA Event Support Application](#)

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.