

SRTBIA

Santa Rosa Tourism Business Improvement Area

Advisory Board Appointments

City Council – April 12, 2022



Rafael Rivero, Economic Development Specialist
Planning & Economic Development Department

SRTBIA: Overview

- SRTBIA established August 3, 2010 - **Ordinance 3946**
- **3% Assessment** on lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses
- Distribution of Funds Collected:
 - **30%: City of Santa Rosa**, Economic Development Division
 - **70%: Santa Rosa Chamber of Commerce**, Visit Santa Rosa Program

SRTBIA: **Advisory Board**

ADVISORY BOARD

5 members appointed by City Council:

- 1 Santa Rosa Chamber of Commerce employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

Ordinance 3946, Section 6-56.400:

The Advisory Board shall thereafter be subject to Council Policy No. 006-06. Notwithstanding any Council Policy that may now or hereafter exist to the contrary, City employees shall serve on the Advisory Board. The Advisory Board shall advise the City Council on the amount of the Area's Assessments and on the services, programs, and activities to be funded by the Assessments, and shall perform such other duties as required by Law, including preparing the Annual Report required by Section 36533 of the Law. The Advisory Board shall meet as often as necessary to accomplish its goals, but no less than once each calendar quarter.

SRTBIA: **Advisory Board**

Current and *Proposed* Roster:

	Affiliation/Position	Representing
• Peter Rumble	CEO	SR Chamber
• <i>Charlene Lennon</i>	<i>Alternate</i>	<i>Chamber – Visit Santa Rosa</i>
• Rafael Rivero	Program Specialist	City of Santa Rosa
• Tara Thompson	Alternate	ED Division Staff
• Donna Renteria	Best Western Garden Inn	Hotel – Select Service
• <i>Tony Pace</i>	<i>Hotel E</i>	Hotel – Full Service
• Todd Anderson	Best Western Plus	Hotel – At Large

SRTBIA: **Recommendation**

It is recommended by the Planning and Economic Development Department that the Council, by resolution: 1) appoint Tony Pace, General Manager of Hotel E, to the Santa Rosa Business Improvement Area Advisory Board to serve as the representative for full-service hotels; and 2) appoint Charlene Lennon, Director of Sales of Visit Santa Rosa, to the Advisory Board to serve as an alternate representative for the Santa Rosa Chamber of Commerce (aka Santa Rosa Metro Chamber) in the event the Chief Executive Officer of the Santa Rosa Metro Chamber is unavailable to attend a meeting.