



**Santa Rosa Tourism Business  
Improvement Area Advisory Board  
Meeting Minutes - Draft**

---

Monday, April 11, 2022

11:00 AM

---

**1. CALL TO ORDER AND ROLL CALL**

Chair Rivero called the meeting to order at 11:00AM.

**Present** 5 - Board Member Todd Anderson, Board Member Donna Renteria, Board Member Peter Rumble, Board Member Rafael Rivero, and Alternate Board Member Tara Thompson

**2. PUBLIC COMMENTS**

None

**3. APPROVAL OF BOARD MEMBERS**

- 3.1** Approval of Submission of New Board Member and Alternate Board Member to City Council for Appointment

Staff will present the recommended appointees to the Santa Rosa Tourism Business Improvement Area Advisory Board as follows:  
Tony Pace, General Manager of Hotel E, to serve as the representative for full-service hotels; and Charlene Lennon, Director of Sales of Visit Santa Rosa, 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.

Recommended Action: Approve the submission of new board member and new alternate board member to City Council for appointment

**A motion was made by Chair Rivero, seconded by Board Member Renteria, that the SRTBIA Advisory Board recommend to City Council the appointment of Tony Pace, General Manager of Hotel E to the Board. An additional motion was made by Chair Rivero, seconded by Board Member Anderson, that the SRTBIA Advisory Board recommend to City Council the appointment of Charlene Lennon, Director of Sales of Visit, as an alternate for Board Member Rumble. The item passed by unanimous vote.**

**4. ADJOURNMENT**

Chair Rivero adjourned the meeting at 11:07AM.

**Approved On:**

**Eileen Cleary, Recording Secretary**