



**SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

MINUTES

THURSDAY, March 23, 2017

1. CALL TO ORDER: 11:07 AM

2. ROLL CALL

Members Present

- Donna Renteria, Best Western Garden Inn
- Max Childs, Courtyard Marriott
- Raissa De La Rosa, City of Santa Rosa
- Jonathan Coe, Santa Rosa Chamber

Members Absent

- Full Service Hotel Board Member

Staff Present

- Brad Calkins, Visit Santa Rosa Executive Director
- Charlene Lennon, Visit Santa Rosa Director of Sales
- Tanya Rainey, Visit Santa Rosa Assistant

3. PUBLIC APPEARANCES / PUBLIC COMMENTS: N/A

• APPROVAL OF MINUTES:

- **January 19, 2017**—No changes. Motion to approve by Jonathan Coe, seconded by Donna Renteria, motion carries 4-0.

• EVENT SPONSORSHIPS:

- **Les Schwab Monster Truck Spring Nationals, Motorsports at the Sonoma County Fair, 2017 Les Schwab Monster Truck Fall Nations** event sponsorship: Chelsea spoke to the Board on behalf of Les Schwab Monster Truck. Motion made by Jonathan Coe to approve 5,000 for the three events with an amendment that the money must be used for outside marketing only, seconded by Raissa De La Rosa, motion carries 4-0.
- **Rodney Strong Summer Concert Series** event sponsorship: Motion made by Raissa De La Rosa to deny the funding of 40,000, seconded by Donna Renteria motion carries 4-0.
- **Battle of the Brews** event sponsorship: Motion made by Jonathan Coe to approve the 5,000. Conversation included that this could be the last year of event support, unless they can provide better tracking for overnight stays with the Hotels, seconded by Raissa De La Rosa, motion carries 4-0.

- **Bike Monkey** event sponsorship: Due to a five year contract and 130,000 per year being requested, there were many concerns and additional questions. No motion was made due to requiring further discussion.
- ADJOURN: 12:02PM