



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

MINUTES

THURSDAY, November 29, 2018

1. CALL TO ORDER AND ROLL CALL: 3:05 PM

ROLL CALL

Members Present

- Rafael Rivero, City of Santa Rosa
- Peter Rumble, Santa Rosa Metro Chamber
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites
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Staff Present

- Brad Calkins, Visit Santa Rosa Executive Director
- Charlene Lennon, Visit Santa Rosa, Director of Sales
- Chris Vomvolakis, Visit Santa Rosa, Director of Marketing
- Kim Link, Visit Santa Rosa, Sales and Service Manager
- Tanya Rainey, Visit Santa Rosa Executive Assistant

2. PUBLIC APPEARANCES / PUBLIC COMMENTS: Vern Lakusta – Greystone Properties, Christopher Kren-Mora – LGBTQI Pride Celebration, Judy Groverman Walker – 13th Annual Artisan Cheese Festival.

3. BOARD MEMBER UPDATES

Motion made by Peter Rumble to appoint Vern Lakusta to replace Tony Bucklen - Full Service Hotel, seconded by Todd Anderson, motion passes 3-0.

4. EVENT SUPPORT APPLICATIONS

Sonoma VITA

Peter Rumbel stated that Sonoma VITA would like their application removed from the agenda for approval.

NorCal Exotic Erotic Ball 2019

Event Support: Motion made to approve \$3,500 by Todd Anderson to be used with no restrictions, seconded by Peter Rumble, motion passes 3-0.

Sonoma County LGBTQI – Pride Celebration

Event Support: Motion made to approve \$5,000 by Peter Rumble for marketing outside the area, seconded by Todd Anderson, motion passes 3-0.

13th Annual California Artisan Cheese Festival

Event Support: Motion made by Todd Anderson to approve \$10,000 for marketing outside the area, seconded by Peter Rumble, motion passes 3-0.

5. ADJOURN: 3:48 PM

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