



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

**MINUTES**

**THURSDAY, July 25, 2019**

1. CALL TO ORDER AND ROLL CALL: 11:05 A.M.

**ROLL CALL**

**Members Present**

- Rafael Rivero, City of Santa Rosa
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites
- Donna Renteria, Best Western Garden Inn
- Vern Lakusta, Hotel E
- Peter Rumble, Metro Chamber

**Visit Santa Rosa Staff Present**

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

2. PUBLIC APPEARANCES / PUBLIC COMMENTS: Carlos Perez, Levy's Gran Fondo and Eric Fraser – Casa Bello.

3. APPROVAL OF MINUTES

**3.1 May 23, 2019** – Motion to approve by Rafael Rivero, seconded by Todd Anderson, motion carries 5-0.

1. EVENT SUPPORT APPLICATIONS

**Santa Rosa Antique and Art Fair 2019 Event**

Event Support: Motion made by Donna Renteria to approve \$1,500, seconded by Todd Anderson, motion passes 5-0.

**Levy's GranFrondo Bike Race**

Event Support: Presentation and further discussion regarding protocols on post event reporting and required marketing guidelines. Motion made by Peter Rumble to approve approve \$15,000 for marketing outside area, seconded by Rafael Rivero, motion passes 5-0.

6. ADJOURNMENT: 11:55 A.M.