



SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD

MINUTES

THURSDAY, September 26, 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
- Vern Lakusta, Hotel E

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: Christopher Kren-Mora, Sonoma County Pride Organization and Eric Fraser, Casa Bello.

3. APPROVAL OF MINUTES

3.1 July 25, 2019 – Motion to approve by Rafael Rivero, seconded by Todd Anderson, motion carries 3-0.

1. EVENT SUPPORT APPLICATIONS

Sonoma Country LGBTQI Pride Celebration for 2020

Event Support: Motion made by Todd Anderson to approve \$5,000, seconded by Vern Lakusta, motion passes 3-0.

Active 20-30 International and US Midterm Event

Event Support: Motion made by Todd Anderson to approve \$2,000, amended by Vern Lakusta to be increased to \$2,500. Motion passes to approve \$2,500 for event support, 3-0.

6. ADJOURNMENT: 11:55 A.M.