



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

MINUTES

THURSDAY, November 21, 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
- Chris Vomvolakis, Visit Santa Rosa, Director of Marketing

City of Santa Rosa Staff Present

- Kevin King, Marketing and Outreach Coordinator

2. PUBLIC APPEARANCES/PUBLIC COMMENTS:

Tom Birdsell, California Artisan Cheese Festival
Anthea Stolz, California Artisan Cheese Festival
Judy Walker, California Artisan Cheese Festival
Eric Fraser – Casa Bello

3. APPROVAL OF MINUTES

3.1 September 26, 2019 – Motion to approve the minutes by Rafael Rivero with an amendment to add Kevin King as being present at the meeting. Seconded by Todd Anderson, motion carries 5-0.

4. APPLICATION WITHDRAWAL

Board acknowledged the application withdrawal and event cancelation by the Santa Rosa Antique & Art Fair, presented by Batcave Comics & Toys & the Railroad Square Historic Association, due to unforeseen circumstances.

5. EVENT SUPPORT APPLICATIONS

5.1 Wyndham Cup by American Junior Golf Association

Brad Calkins announced that AJGA will resubmit their Event Support Application in January 2020 for the Wyndham Cup.

5.2 AJGA Preview at Windsor by American Junior Golf Association

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

5.3 14th Annual California Artisan Cheese Festival by Artisan Cheese Festival

Event Support: Motion made by Peter Rumble, to approve \$8,500, seconded by Vern Lakusta, motion passes 5-0.

6. ADJOURNMENT: 11:48 A.M.