



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

**MINUTES**

**THURSDAY, September 24, 2020**

**Meeting**

**1. CALL TO ORDER AND ROLL CALL: 11:04 AM**

**ROLL CALL**

**Members Present**

- Peter Rumble, CEO, Santa Rosa Metro Chamber
- Rafael Rivero, Economic Development Specialist, City of Santa Rosa
- Todd Anderson, General Manager Best Western Plus Wine Country Inn & Suites
- Vern Lakusta, General Manager, Hotel E - Greystone Hotels
- Brad Calkins, Executive Director, Visit Santa Rosa

**Members Not Present**

- Donna Renteria, Best Western Garden Inn
- Raissa de la Rosa, Economic Development Division Director

**Also Present**

**NONE**

**2. PUBLIC COMMENTS**

**NONE**

**3. NEW BUSINESS**

**PUBLIC COMMENT**

**NONE**

**3.1 Approval of Draft Meeting Minutes for July 23, 2020**

**A motion was made by Board Member Rumble, seconded by Chair Rivero, that this Santa Rosa Business Improvement Area Advisory Board item be approved as submitted. The motion was carried by unanimous vote.**

### 3.2 Approval of Draft Meeting Minutes for August 6, 2020

**A motion was made by Board Member Lakusta, seconded by Board Member Rumble, that this Santa Rosa Business Improvement Area Advisory Board item be approved as submitted. The motion was carried. Todd Anderson abstained.**

## 4. EVENT SUPPORT APPLICATIONS

PUBLIC COMMENT  
NONE

### 4.1 Country Summer Music Festival – June 18-20, 2021

**A motion was made by Board Member Calkins, seconded by Chair Rivero, that this Santa Rosa Business Improvement Area Advisory Board item be deferred to the January 28, 2021 meeting of the Santa Rosa Business Improvement Area Advisory Board. The motion was carried by unanimous vote.**

### 4.2 Rock & Revelry Music Festival – June 25-27, 2021

**A motion was made by Board Member Calkins, seconded by Chair Rivero, that this Santa Rosa Business Improvement Area Advisory Board item be deferred to the January 28, 2021 meeting of the Santa Rosa Business Improvement Area Advisory Board. The motion was carried by unanimous vote.**

## 5. ADJOURNMENT:

Chair Rivero adjourned the meeting at 11:20 AM. The next regular meeting of the Santa Rosa Tourism Business Improvement Area Advisory Board is January 28, 2021.

**Approved On:**

**Eileen Cleary  
Recording Secretary**