



**Santa Rosa Tourism Business  
Improvement Area Advisory Board  
Meeting Minutes - Draft**

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Thursday, January 28, 2021

11:00 AM

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**1. CALL TO ORDER AND ROLL CALL**

This meeting was called to order by Member Rivero at 11:04AM.

**Present** 5 - Board Member Todd Anderson, Board Member Donna Renteria, Board Member Peter Rumble, and Board Member Rafael Rivero

**Absent** 2 - Board Member Raissa de la Rosa, and Board Member Vern Lakusta

Also Present: Brad Calkins, Executive Director, Visit Santa Rosa;  
Charlene Lennon, Director of Sales, Visit Santa Rosa

**2. PUBLIC COMMENTS**

NONE

**3. APPROVAL OF MINUTES**

3.1 Draft Meeting Minutes for June 18, 2020

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

3.2 Draft Meeting Minutes for September 24, 2020

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

**4. NEW BUSINESS**

4.1 2021 Budget Discussion

**Item continued to the March 25, 2021, meeting.**

**5. EVENT SUPPORT APPLICATIONS**

5.1 Country Summer Music Festival - June 18-20, 2021

**Item continued to the March 25, 2021, meeting.**

**5.2** Rock & Revelry Music Festival - June 25-27, 2021

**Item continued to the March 25, 2021, meeting.**

## **6. ADJOURNMENT**

The meeting was adjourned by Member Rivero at 11:19AM.

**Approved On:**

**Eileen Cleary  
Recording Secretary**