



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

---

Thursday, May 27, 2021

11:00 AM

---

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

Member Rafael Rivero called the meeting to order at 11:06AM.

**Present** 5 - Board Member Todd Anderson, Board Member Vern Lakusta,  
Board Member Peter Rumble, and Board Member Rafael Rivero

**Absent** 1 - Board Member Donna Renteria

Also Present: Brad Calkins, Executive Director, Visit Santa Rosa

**2. PUBLIC COMMENTS**

None

**3. APPROVAL OF MINUTES**

3.1 Draft Meeting Minutes for March 2021

**A motion was made by Board Member Anderson, seconded by Board Member Rumble, that this Santa Rosa Tourism Business Area Advisory Board item be approve as submitted. The motion carried. by the following vote:**

**Yes:** 4 - Board Member Anderson, Board Member Lakusta, Board Member Rumble and Board Member Rivero

**Absent:** 1 - Board Member Renteria

**4. EVENT SUPPORT**

4.1 Cancellation Country Summer Music Festival - June 18-20, 2021

**Item received and filed.**

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

**Item received and filed.**

**4.3** Sonoma County LGBTQI Pride Celebration - June 1 - 30, 2021

Public Comment:

Christopher Kren-Mora, event organizer, thanked the Board for their support.

**This Santa Rosa Tourism Business Advisory Area Board item was approved as amended. Total support in the amount of \$5,000, was approved.**

**Yes:** 4 - Board Member Anderson, Board Member Lakusta, Board Member Rumble and Board Member Rivero

**Absent:** 1 - Board Renteria

## **5. ADJOURNMENT**

Member Rivero adjourned the meeting at 11:19AM.

**Approved On:**

**Eileen Cleary  
Recording Secretary**