



Santa Rosa Tourism Business Improvement Area Advisory Board Meeting Minutes - Final

Thursday, March 25, 2021

11:00 AM

1. CALL TO ORDER AND ROLL CALL

The meeting was called to order by Member Rivero at 11:01AM.

Present 6 - Board Member Todd Anderson, Board Member Vern Lakusta, Board Member Donna Renteria, Board Member Peter Rumble, Board Member Rafael Rivero, and Board Member Brad Calkins

Absent 1 - Board Member Raissa de la Rosa

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

2. PUBLIC COMMENTS

NONE

3. APPROVAL OF MINUTES

3.1 Draft Meeting Minutes for January 28, 2021

A motion was made by Board Member Rumble, seconded by Board Member Lakusta, that this Santa Rosa Tourism Business Improvement Area Advisory Board Agenda Item be approve as submitted. The motion carried. by an unanimous vote.

4. NEW BUSINESS

4.1 2021 Budget Discussion

Item Received and Filed

5. EVENT SUPPORT APPLICATIONS

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

A motion was made by Board Member Rumble, seconded by Board Member Anderson, that this Santa Rosa Tourism Business Improvement Area Advisory Board Agenda Item be continue the item to May 27, 2021, meeting. The motion carried. by an unanimous vote.

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

A motion was made by Board Member Rumble, seconded by Board Member Anderson, that this Santa Rosa Tourism Business Improvement Area Advisory Board Agenda Item be continue the item to May 27, 2021, meeting. The motion carried. by an unanimous vote.

5.3 Les Schwab Tires Monster Truck & Hot Rod Drive-Thru Adventure - March 26 - April 4, 2021

A motion was made by Board Member Anderson, seconded by Board Member Lakusta, that this Santa Rosa Tourism Business Improvement Area Advisory Board Agenda Item not be approved. The motion carried by unanimous vote.

6. ADJOURNMENT

The meeting was adjourned by Member Rivero at 11:20AM.

Approved on: May 26, 2022

/s/ Eileen Cleary, Recording Secretary