



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

**MINUTES**

**THURSDAY, July 23, 2020**

**1. CALL TO ORDER AND ROLL CALL: 11:05 AM**

**ROLL CALL**

**Members Present**

- Rafael Rivero, City of Santa Rosa
- Peter Rumble, Santa Rosa Metro Chamber
- Vern Lakusta, Hotel E

**Members Not Present**

- Donna Renteria, Best Western Garden Inn
- Todd Anderson, Best Western PLUS Wine Country Inn & Suites

**City of Santa Rosa Staff Present**

- Kevin King – City of Santa Rosa

**Visit Santa Rosa Staff Present**

- Brad Calkins, Visit Santa Rosa, CEO

**2. PUBLIC APPEARANCES / PUBLIC COMMENTS:**

Eric Fraser – January Meeting Minutes regarding attendance and limited nature of comments.

**3. APPROVAL OF MINUTES**

**January 23, 2020** – No changes. Unanimously approved 3-0.

**4. EVENT SUPPORT APPLICATIONS**

**PUBLIC COMMENT**

Eric Fraser suggested of modify support based on number of rooms booked with a cap.

**4.1 DJFE Sprint Triathlon Series**

Event Support: Motion made for Brad Calkins regarding modified support of

\$10.00 per room up to \$1,500. Motion to approve with conditions by Vern Lakusta, seconded by Peter Rumble. Unanimously approved 3-0.

## **5. ANNUAL REPORT & WORK PLAN**

### **PUBLIC COMMENT**

Eric Fraser requested to see associated documents prior to the special meeting and the inclusion of public request for expansion of the Board.

### **5.1 Review and Approval of the 2019-2020 Annual Report & the 2020-2021 Work Plan**

Review and Approval of 2019 Annual Report & the 2020-2021 Work Plan: Motion to have item continued to a special meeting, second by Peter Rumble. Unanimously approved 3-0.

## **2. ADJOURN: 11:32 AM**

**Approved On: September 24, 2020**

**/s/ Eileen Cleary, Recording Secretary**