



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

**MINUTES**

**THURSDAY, August 6, 2020**

**1. CALL TO ORDER AND ROLL CALL: 11:00 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

Visit Santa Rosa Staff Present

- Brad Calkins, Visit Santa Rosa, CEO

**2. PUBLIC APPEARANCES / PUBLIC COMMENTS:  
NONE**

**3. NEW BUSINESS**

**PUBLIC COMMENT**

Eric Fraser expressed appreciation for transparency. Shared concerns about specific items and content of Annual Report and Work Plan. Requested additional details.

- 3.1 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 approve with edits made by Peter Rumble, seconded by Vern Lakusta.  
Unanimously approved 3-0.

**4. ADJOURN: 11:18 AM**

**Approved On: September 24, 2020  
/s/ Eileen Cleary, Recording Secretary**