



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

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Thursday, July 22, 2021

11:00 AM

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

Member Rivero called the meeting to order at 11:02AM.

**Present** 3 - Board Member Todd Anderson, Board Member Peter Rumble, and  
Board Member Rafael Rivero

**Excused** 1 - Board Member Vern Lakusta

**Absent** 1 - Board Member Donna Renteria

**Also in Attendance** 1 - Board Member Brad Calkins

**2. PUBLIC COMMENTS**

None

**3. ANNOUNCEMENTS**

- 3.1 Hotel - Full Service Seat Opening on the Santa Rosa Business Improvement Area  
Advisory Board

**Item was received and filed.**

**4. APPROVAL OF MINUTES**

- 4.1 Draft Meeting Minutes for May 27, 2021

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

**Yes:** 3 - Board Member Anderson, Board Member Rumble and Board  
Member Rivero

**Excused:** 1 - Board Member Lakusta

**Absent:** 1 - Board Member Renteria

- 4.2 Draft Meeting Minutes for July 12, 2021 Special Meeting

**A motion was made by Board Member Rumble, seconded by Board  
Member Rivero, that this Santa Rosa Tourism Business Improvement Area**

**Advisory agenda Item be approve as submitted. The motion carried by the following vote:**

**Yes:** 3 - Board Member Anderson, Board Member Rumble and Board Member Rivero

**Excused:** 1 - Board Member Lakusta

**Absent:** 1 - Board Member Renteria

## **5. EVENT SUPPORT APPLICATIONS**

### **5.1 Motorsports at the Family Fun Fest - August 6 - 8, 2021**

**A motion was made by Board Member Rumble, seconded by Board Member Rivero approve as amended. Support will be provided in the amount of \$500 with the condition that it be used to market outside the area. The motion carried by the following vote:**

**Yes:** 3 - Board Member Anderson, Board Member Rumble and Board Member Rivero

**Excused:** 2 - Board Member de la Rosa and Board Member Lakusta

**Absent:** 1 - Board Member Renteria

### **5.2 2021 DJFE Triathlon Race Series - September 16, 2021**

**A motion was made by Board Member Rumble, seconded by Board Member Rivero, that this Santa Rosa Tourism Business Improvement Area Advisory Board agenda item be approved for the full amount of \$1,500 with the condition that it be used for marketing outside the area.**

**Yes:** 3 - Board Member Anderson, Board Member Rumble and Board Member Rivero

**Excused:** 1 - Board Member Lakusta

**Absent:** 1 - Board Member Renteria

### **5.3 Historic Railroad Square "Summer Music Stroll" & Student Art Show - August 22 & September 26, 2021**

**Member Rivero made a motion that funding for this event be denied. The motion was seconded by Member Anderson. Funding was denied by the following vote.**

**No:** 1 - Board Member Rivero, Board Member Anderson and Board Member Rumble

**Excused:** 1 - Board Member Lakusta

**Absent:** 1 - Board Member Renteria

## **6. ADJOURNMENT**

Member Rivero adjourned the meeting at 11:27AM.

**Approved On: November 18 , 2021**

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