



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

Thursday, September 23, 2021

11:00 AM

1. CALL TO ORDER AND ROLL CALL

Present 4 - Board Member Todd Anderson, Board Member Donna Renteria,
Board Member Peter Rumble, and Board Member Rafael Rivero

2. PUBLIC COMMENTS

None

3. EVENT SUPPORT APPLICATIONS

3.1 Synthetic Ice Rink, Holiday Markets and Tree Lighting Event Support Application

A motion was made by Board Member Anderson, seconded by Board Member Rivero to approve this Santa Rosa Tourism Business Improvement Area Advisory Board item. The amount was amended to provide \$8,000.00 in support with the condition that \$5,000.00 be used for expenses within the City limits and \$3,000.00 used for marketing outside the area. The motion carried by the following vote:

Yes: 3 - Board Member Anderson, Board Member Rivero, and
Board Member Renteria

Abstain: 1 - Board Member Rumble

4. ADJOURNMENT

Member Rivero adjourned the meeting at 11:19AM.

Approval Date: November 25, 2021
/s/ Eileen Cleary, Recording Secretary