City of Santa Rosa

637 First Street
Santa Rosa, CA 95404

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

Thursday, July 24, 2025 **11:00 AM**

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:01 pm.

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. MODIFICATIONS TO AGENDA

None.

4. PUBLIC COMMENTS

Chair Rivero opened and closed public comment.

5. APPROVAL OF MINUTES

5.1 Draft Minutes - March 27, 2025

Approved as submitted.

5.2 Draft Minutes - May 8, 2025

Approved as submitted.

6. NEW BUSINESS

6.1 Annual Report and Work Plan
Staff and the Santa Rosa Metro Chamber will present the 2024 Annual Report and 2025 Work Plan.

Recommended Action: Information and discussion.

Janelle Meyers and Chief Economic Development Officer Scott Adair presented.

Janelle Meyers and Staff Adair responded to Board Member inquiries.

Board Members provided comments and feedback.

Chair Rivero opened public comment.

Hugh Futrell provided comments.

Chair Rivero closed public comment.

7. DEPARTMENT REPORTS

Arts and Culture Coordinator Meredith Knudsen, Program Analyst Rachel Beer, and Staff Adair reported.

Board Members provided comments.

Staff Knudsen responded to Board Member inquiries.

Chair Rivero opened and closed public comment.

8. ADJOURNMENT

Chair Rivero adjourned the meeting at 12:11 pm.