



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

Thursday, October 23, 2025

9:30 AM

SPECIAL MEETING

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 9:32 am.

Present 4 - Chair Rafael Rivero, Board Member Tony Pace, Board Member Donna Renteria, and Board Member Ananda Sweet

Excused 1 - Alternate Board Member Janelle Myers

Absent 1 - Board Member Todd Anderson

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. NEW BUSINESS

3.1 SRTBIA Event Support Funding January 1 - June 30, 2026.

Recommendation: Approve selection panel recommendation for SRTBIA event support funding January 1- June 30, 2026.

Arts and Culture Coordinator Meredith Knudsen presented.

Staff Knudsen responded to Board Member inquiries.

Board Members provided comments and feedback.

Chair Rivero opened and closed public comment.

A motion was made by Board Member Pace, seconded by Board Member Renteria, to approve the recommendations of the selection panel as amended.

Yes: 4 - Chair Rivero, Board Member Pace, Board Member Renteria and Board Member Sweet

Excused: 1 - Alternate Board Member Myers

Absent: 1 - Board Member Anderson

4. ADJOURNMENT

Chair Rivero adjourned the meeting at 9:57 am.