



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

Thursday, January 29, 2026

11:00 AM

SPECIAL MEETING

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:00 am.

2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)

None.

3. NEW BUSINESS

- 3.1** Receive a report and presentation on the Ross Street Activation Pilot Program and proposed use of SRTBIA funds.

Recommended Action: Discussion Only.

Chief Economic Development Officer Scott Adair reported.

Staff Adair welcomed Arts and Events Specialist McKenzie Nelson.

Program Analyst Rachel Beer presented.

Staff Adair and Staff Beer responded to Board Member inquiries.

Board Members provided comments and feedback.

Chair Rivero opened public comment.

Spring Maxfield provided comments.

Kristin Kiefer provided comments.

Janelle Meyers provided comments.

Chair Rivero closed public comment.

- 3.2** Receive a report and presentation on the next steps for implementation of the council adopted SRTBIA workplan.

Recommended Action: Informational Only.

Staff Adair reported.

Staff Adair responded to Board Member inquiries.

Chair Rivero opened public comment.

Kristin Kiefer provided comments.

Spring Maxfield provided comments.

Chair Rivero closed public comment.

- 3.3** Receive a report and presentation on event support funding applications and funding rounds for 2026.

Recommended Action: Informational Only.

Arts and Culture Manager Meredith Knudsen reported.

Chair Rivero opened public comment.

Spring Maxfield provided comments.

Chair Rivero closed public comment.

4. ADJOURNMENT

Chair Rivero adjourned the meeting at 11:55 am.