City of Santa Rosa

City Hall
100 Santa Rosa Avenue,
Room 10
Santa Rosa, CA 95404

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

Thursday, September 28, 2023 **11:00 AM**

1. CALL TO ORDER AND ROLL CALL

Chair Rivero called the meeting to order at 11:02 A.M.

2. PUBLIC COMMENTS

None.

3. APPROVAL OF MINUTES

3.1 August 10, 2023 - Draft Minutes

Approved as submitted.

4. NEW BUSINESS

4.1 EVENT SUPPORT REPORT

BACKGROUND: Brief Overview of Events Funded in 2023 (1st Cycle)

RECOMMENDATION: Information and Discussion

PRESENTED BY: Janelle Myers, VP, Marketing & Communications, Visit Santa Rosa

Board Member Myers presented.

Board Member Myers responded to Board Member inquiries.

Chair Rivero opened and closed the public comment period.

Board Members continued the discussion of item 4.1.

4.2 REACTIVATION OF THE THIRD STREET CINEMA SITE

BACKGROUND: Discussion of a Proposed Project to Reactivate the Third Street Cinema Site to a Hybrid Conference/Performing Arts Center

RECOMMENDATION: Information and Discussion

PRESENTED BY: Board Member, Hugh Futrell, CEO, Hotel E

Board Member Futrell presented.

Chair Rivero opened the public comment period.

Martha Ariah asked questions about the project.

Chair Rivero closed the public comment period.

5. DEPARTMENT REPORTS

None.

6. ADJOURNMENT

Chair Rivero adjourned the meeting at 11:40 A.M.

Approved on:

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Krystal Camp, Recording Secretary