



# 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

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Thursday, September 28, 2023

11:00 AM

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### 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 Aariah 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