

**CITY OF SANTA ROSA
SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD
THURSDAY, JANUARY 24, 2013
11:00 AM – 12:00 PM
SANTA ROSA CHAMBER OF COMMERCE
1260 NORTH DUTTON AVENUE, SUITE 272
SANTA ROSA, CA**

MEETING MINUTES

1.) CALL TO ORDER/ROLL CALL

Board members present:

- Jonathan Coe, Santa Rosa Chamber, Donna Renteria Budget Garden Inn, Danielle O'Leary, City of Santa Rosa

CVB/CITY staff present:

- Raissa de la Rosa, City of Santa Rosa
- Brad Calkins, Executive Director Santa Rosa CVB
- Anne Mitchell, Santa Rosa CVB

2.) PUBLIC APPEARANCES

- None.

3.) EVENT SUPPORT REQUESTS

- AMGEN TOUR OF CALIFORNIA: Jonathan Coe makes motion to support \$50,000 event sponsorship request, Donna Renteria seconds, Danielle O'Leary concurs; motion passes: 3-0
- IRON GIRL: Jonathan Coe makes motion to support \$50,000 event sponsorship request (\$25,000 host fee year 1, \$15,000 host fee year 2, \$10,000 host fee year 3), Danielle O'Leary seconds and Donna Renteria concurs; motion passes: 3-0.
- LATIN JAZZ MUSIC & DANCE FESTIVAL: Jonathan Coe makes a motion to support \$1,000 out of the \$5,000 event sponsorship request, marketing funds must be spent outside Sonoma, Marin and Napa counties, benefits to include more hoteliers in future years for funding, Donna Renteria seconds, Danielle O'Leary concurs; motion passes: 3-0.

4.) BOARD APPOINTMENTS

- HOTEL FULL SERVICE: Discussion Keo Hornbostel, had to resign from SRTBIA board as he is no longer working with the Hyatt, Max Childs from Courtyard Marriott has agreed to serve and apply for commission appointment.
- HOTELS AT LARGE

5.) BOARD UPDATES

- Meeting minutes: Board will be recording action minutes beginning January 2013 and will be posted on City website along with SRTBIA agendas and event support applications.

6.) ADJOURNMENT

- 11:51 AM