



**CITY OF SANTA ROSA
SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**THURSDAY, MARCH 28, 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:

- Brad Calkins, Executive Director Santa Rosa CVB
- Anne Mitchell, Santa Rosa CVB

2.) PUBLIC APPEARANCES

- None.

3.) APPROVAL OF MINUTES

- Jonathan Coe moved to approved January 24, 2013 minutes as submitted, Donna Renteria seconds, Danielle O'Leary concurs; motion passes: 3-0.

4.) EVENT SUPPORT REQUESTS

- **NATIONAL HEIRLOOM EXPOSITION:** Support Requested: \$10,000; Support Awarded: \$7,500. Event promoter Paul Wallace addressed the SRTBIA Board sharing event benchmarks including: Heirloom Exposition brings over 20,000 attendees to Sonoma County Fair Grounds, supplies around 300+ booked room nights to Santa Rosa and costs around \$180,000 to produce, while providing national and international media exposure to Sonoma County and more specifically Santa Rosa. Jonathan Coe makes motion to support \$7,500 in event grant support for marketing outside Sonoma County only, Donna Renteria seconds, and Danielle O'Leary concurs. Motion passes: 3-0.
- **TOUR DE FUZZ:** Support Requested: \$5,000; Support Awarded: \$ 0. CVB Executive Director Brad Calkins highlights last year's event benchmarks including: 24 booked room nights. Mr. Calkins explained that this year's event date and time has been changed to a weekend

where occupancy rates have been historically around 98.4%. Jonathan Coe makes a motion to not support Tour De Fuzz's event request due to the high occupancy weekend date choice, but would consider future support if the date is moved, Donna Renteria seconds, Danielle O'Leary concurs. Motion passes: 3-0.

- **PEGGY SUE'S ALL AMERICAN CRUISE:** Support Requested: Open; Support Awarded: \$2,500
CVB Executive Director Brad Calkins shares that this event has been historically popular in supplying limited-service hotels with room bookings, though no official tracking has taken place; marketing funds would be used outside Sonoma County and the board could expect SR Hotel links and promotions via the web. Donna Renteria makes a motion to support Peggy Sue's All American Cruise for \$2,500 in marketing support outside Sonoma County, Jonathan Coe seconds, and Danielle O'Leary concurs. Motion passes: 3-0.
- **SANTA ROSA MILE AMA0 GRAND NATIONAL MOTORCYCLE CHAMPIONSHIP WEEKEND:**
Support Requested: \$15,000; Support Awarded: \$0. CVB Executive Director Brad Calkins shared that AMA applied last year for SRTBIA event funds, but were denied based on choosing a high occupancy weekend that competed with Levi's Grand Fondo and the Green Music Center Opening. The date AMA has chosen for this year historically has 95% occupancy rates. Jonathan Coe makes a motion to not support AMA event request based on the high occupancy weekend, Donna Renteria seconds, Danielle O'Leary concurs. Motion passes: 3-0.

5.) ADJOURNMENT

- Donna Renteria moves to adjourn meeting at 11:56 AM, Jonathan Coe seconds and Danielle O'Leary concurs. Meeting adjourned.



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