



**CITY OF SANTA ROSA
SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA
ADVISORY BOARD
WEDNESDAY, MAY 8, 2013
9:00 AM – 9:25 AM**

**VINTNERS INN
4350 BARNES ROAD
SANTA ROSA, CA 95403**

SPECIAL MEETING MINUTES

1.) CALL TO ORDER/ROLL CALL: 9 AM

Board members present:

- Jonathan Coe, Santa Rosa Chamber of Commerce; Danielle O’Leary, City of Santa Rosa; Max Childs, Courtyard Marriott
- Staff present: Brad Calkins, Santa Rosa CVB Executive Director

2.) PUBLIC APPEARANCES/PUBLIC COMMENTS

- None.

3.) APPROVAL OF CITY STAFF REPORT AND JOINT SRTBIA WORK PLAN

Ms. O’Leary gave the SRTBIA Advisory Board a brief presentation of the June 4 SRTBIA annual report and work plan. Key presentation topics covered included:

- SRTBIA Program accomplishments and metrics for both the City of Santa Rosa’s Destination program and the Santa Rosa Convention and Visitors Bureau sales and tourism programs.
- City staffing changes that reflect two position reclassifications: a Redevelopment Program Specialist to a Marketing and Outreach Coordinator; a Senior Administrative Assistant to a Administrative Technician, to align staffing program duties and ensure skills continuity for the City program. Board member Coe voiced concern for the rise in staffing costs, but supported aligning the positions and skills to support the City’s destination program.
- Board member Childs, expressed thanks to City staff for writing the staff report and annual work plan.
- Board member Coe asked that the SRTBIA Advisory Board revisit metrics at a future board meeting to ensure both the City and CVB programs are measuring program impacts.
- SRTBIA Work Plan and Annual report was approved: 3-0.

4.) ADJOURNMENT: 9:25 AM