



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

**THURSDAY, NOVEMBER 21, 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:** 11:06 AM
2. **ROLL CALL:**
 - Members Present
 - Jonathan Coe, Santa Rosa Chamber of Commerce
 - Donna Renteria, Best Western Garden Inn
 - Raissa de la Rosa, City of Santa Rosa
 - Staff Present
 - Brad Calkins, Santa Rosa CVB Executive Director
 - Anne Mitchell, Santa Rosa CVB
3. **PUBLIC APPEARANCES / PUBLIC COMMENTS:** None
4. **APPROVAL OF MINUTES:**
 - Approval of May 8, 2013 Meeting minutes with a correction in Item 3 Bullet Point 2 changing the City staff's pre-reclassification title from "Redevelopment Program Specialist" to "Economic Development Program Specialist" MOVED by Jonathan Coe, SECOND by Donna Renteria. Motion passes: 3-0.
5. **EVENT SUPPORT REQUEST:**
 - **Country Summer** – due to hotels' already high occupancy during the weekend of the requested dates, Jonathan Coe MOVED to provide marketing funds in the amount of \$10,000 to indicate support of the event, with future support contingent on the flexibility of future event dates to a weekend when hotel occupancy is not so high. SECOND by Donna Renteria; motion passes: 3-0.
6. **DISCUSSIONS:**
 - General board discussion on programming metrics for CVB and City programs
 - Jonathan Coe indicated an interest in establishing clear benchmarks to help refine efforts of both the CVB and the City while recognizing the fundamental differences between the CVB and City roles and relation to the lodging establishments.

- It was recognized that the CVB has a focus on sales, with a sales staff to accommodate this focus, and the City has a focus on marketing, awareness campaigns, and infrastructure development to support tourism.
- Raissa de la Rosa requested that the CVB Board review the CVB strategies and objectives annually so that these can serve as the outline for the annual work plans and interim update reports, as is currently done by the City. Jonathan Coe suggested that the CVB should modify their work plan and interim updates to align with their strategies and objectives document, as well.
- City activity
 - This item was moved to the CVB Board agenda. The CVB Board meeting directly followed the SRTBIA meeting.

7. ADJOURN



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