



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

**SANTA ROSA CHAMBER OF COMMERCE
1260 NORTH DUTTON AVENUE, SUITE 272, SANTA ROSA, CA**

THURSDAY, JANUARY 23, 2014

MINUTES

1. **CALL TO ORDER:** 11:13 A.M.

2. **ROLL CALL**

Members Present

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

Staff Present

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

3. **PUBLIC APPEARANCES / PUBLIC COMMENTS:** None

4. **APPROVAL OF MINUTES:**

- **March 28, 2013 Meeting** – Moved by Jonathan Coe; Second by Donna Renteria. Motion passed 3-0
- **November 21, 2013 Meeting** – Moved by Jonathan Coe; Second by Donna Renteria. Motion passed 3-0

5. **EVENT SUPPORT REQUEST:**

• **Battle of the Brews 2014**

Discussion centered around the Boards desire, the community's need, and the Active 20-30 Club's ability to grow event in the near future, in part to increase overnight stays, and also to capitalize on local beer culture.

Jonathan Coe moved to provide marketing support of \$5,000 to focus on social media advertising in the Sacramento and/or Bay Area media markets, as determined with assistance from SRTBIA staff, and print ads in trade specific publications. Second by Donna Renteria. Motion passed 3-0

6. **ADJOURN:** 11:46 A.M.