



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

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

MONDAY, APRIL 21, 2014

MINUTES

1. **CALL TO ORDER:** 10:02 A.M.

2. **ROLL CALL**

Members Present

- Max Childs, Courtyard Marriott
- 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:**

- January 23, 2014 Meeting – Moved by Jonathan Coe; Second by Max Childs.
Motion passed 4-0

5. **EVENT SUPPORT REQUEST:**

- AJGA Junior at Mayacama

Requested clarification of activities in Santa Rosa vs. Windsor, and whether the numbers are guaranteed registrations. General feeling golf tournaments are a good investment provided they book hotel nights in, and generally show an ROI to Santa Rosa.

Jonathan Coe moved to approve a \$5,000 award predicated on the organization working with CVB staff to secure Santa Rosa hotels, and that funds in general be spent with Santa Rosa vendors and/or on marketing outside the area. Second by Danielle O'Leary. Motion passed 4-0

- CAFE Electric Aircraft Symposium VIII
While this is not a big request for funds, and supporting this event would show support for our local tech industry, the selected event week is a busy one with bookings in the 70's and 80s.

Jonathan Coe moved to approve a \$1,000 award with a CVB staff discussing with event organizers the desire to see them grow the event over a different, less booked weekend, and that future funding would be tied to that move. Second by Donna Renteria. Motion passed 4-0

- Sonoma Wine Country Games
The Board questioned whether the organization has an exit strategy or if they consider the SRTBIA funds to be an ongoing and secure funding source. Room night growth has been very slow (some have not seen any room nights). The first weekend in June is weak, the second weekend is busy, hence split rates.

Max Childs moved to approve \$5,000 based on marketing efforts outside of Sonoma, Napa, Marin, Lake, and Mendocino Counties. Second by Jonathan Coe. Motion passed 4-0

- Summer Nights Santa Rosa
The requested weekend has historically been at 95% plus for hotel occupancy. As a one day event with an historically mostly local draw, the Board questioned how it would drive room nights. Additionally, the request was seen as high.

Max Childs moved to deny funding based on the lack of room night availability on the chosen weekend. Second by Donna Renteria. Motion passed 4-0

6. **WORK PLAN UPDATES/STRATEGY**

CVB and City staff met to discuss the flow and overall format of the SRTBIA annual report and work plan. The format will remain substantially the same, though with additional language to coincide with the CVB strategies. For the accompanying Council staff report, City staff will add the paragraph from the TBIA ordinance defining the uses of funds, and will attach the ordinance to the staff report. Board will review the draft report and plan at the next board meeting on May 22, at which 3 of the 4 board members must be present for work plan approval.

7. **ADJOURN: 10:58**



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