



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

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

THURSDAY, MAY 22, 2014

MINUTES

1. **CALL TO ORDER:** 11:09
2. **ROLL CALL**
 - Members Present
 - Max Childs, Courtyard Marriott
 - Jonathan Coe, Santa Rosa Chamber of Commerce
 - Danielle O'Leary, City of Santa Rosa
 - Member Absent
 - Donna Renteria, Best Western Garden Inn
 - 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:**
 - April 21, 2014 Meeting - Moved by Max Childs; Second by Jonathan Coe. Motion passed 3-0
5. **EVENT SUPPORT DISCUSSION:**
 - AJGA Junior Golf event support follow-up

Jonathan Coe moved to rescind the TBIA support approved at the April 21, 2014, board meeting due to AJGA contracting with Hampton Inn & Suites Windsor, with the understanding that CVB staff will continue the conversation with AJGA for next year. Second by Danielle O'Leary. Motion passed 3-0

6. **ANNUAL REPORT / WORK PLAN:**

- Approval of 2013/2014 Annual Report and 2014/2015 Work Plan for City Council
Discussion centered on process: needs approval by TBIA Board but not CVB Board; is scheduled for Council on June 10, 2014. Request to City to rework CVB paragraph under Internet and Mobile on page 16, and to remove "2013" in the 2014 work plan section.

Jonathan Coe moved to approve the Annual Report and 2014 Work Plan with changes discussed. Second by Max Childs. Motion passed 3-0

7. **BOARD APPOINTMENTS:**

- Recommendation to approve Sally Shaffer of Hilton Sonoma Wine Country Hotel to fill the STRBIA board opening (full service hotels)
Jonathan Coe moved the recommendation of Sally Schaffer to fill the Full Service Hotel vacancy on the TBIA Board. Second by Max Childs. Motion passed 3-0

8. **ADJOURN:** 11:39



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