



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

MINUTES

**THURSDAY, JULY 24, 2014
11:00 AM – 12:00 PM**

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

1. CALL TO ORDER: 11:10
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
 - Public
 - Paul Wallace,, National Heirloom Festival
3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None
4. APPROVAL OF MINUTES:
 - May 22, 2014 Meeting – Moved by Jonathan Coe; Second by Donna Renteria. Motion passed 4-0
5. EVENT SUPPORT:
 - National Heirloom Exposition

Presentation by Paul Wallace/distribution of marketing samples. General consensus of the value of the event, of mid-week rooms, of growth of event. Moved by Jonathan Coe to fund the full request of \$10,000 with the requirement that they use the funds for marketing as stated. Second by Donna Renteria. Motion passed 4-0
 - Angelic Voices

The SRTBIA Board had a discussion that vendor and staff rooms should not be counted towards room night goals. The board is seeking outside “new visitor” room nights. That said, the Green Center is the vehicle and a good brand to associate with and support.

Moved by Jonathan Coe for \$2,500 for new advertising/marketing outside the North Bay and with a direct link on their website to Santa Rosa hotels, and that Santa Rosa is prominent in the advertising in addition to the existing logo requirements. Second by Danielle O'Leary. Motion passed 4-0

6. WORK PLAN UPDATE:

Brad requests updating the SRTBIA Event Support Application to clarify room night requirements to exclude vendor room needs. Brad to look for examples and come up with appropriate language.

On July 29th Sally Schaffer's appointment will go to Council. Staff anticipates approval.

Raissa is participating on the EDB Arts Sonoma steering committee. Raissa is also participating in the EDB's craft beverage conference around beer, ciders, and spirits steering committee.

7. ADJOURN: 11:56



The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting the Economic Development and Housing Secretary at (707) 543-3300 one week prior to the meeting/program.