



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

MINUTES

**THURSDAY, SEPTEMBER 25, 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: 11:07 AM
2. ROLL CALL
Members Present
 - Max Childs, Courtyard Marriott
 - Jonathan Coe, Santa Rosa Chamber of Commerce
 - Donna Renteria, Best Western Garden Inn
 - Sally Schaffer, Hilton Sonoma Wine Country
 - Danielle O'Leary, City of Santa RosaStaff 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:
 - **July 24, 2014 Meeting** – Moved by Max Childs with correction to Item 6, changing the date of Sally Schaffer's appointment by Council. Second by Jonathan Coe. Motion passed 5-0
5. EVENT SUPPORT:
 - **Santa Rosa Marathon:** Board requested that funds be used specifically for marketing purposes (ad and booth space), not solely for use in Boston, and not additional expenses (airline ticket, meals, etc.). Staff noted that the event has room to grow, however hotels are at capacity at the current number of registrants. Moved by Jonathan Coe; Second by Donna Renteria. Motion passed 5-0
 - **Country Summer:** Event has moved the date to accommodate room availability (first week of June vs. second weekend), though per one Board member, some hotels have

less availability than others on this weekend. Staff verified 70 rooms booked in the block, but assume there were others who booked rooms outside of the block. Board appreciates the pick-up of Sunday, if they do that, however the Board is not interested in fund use outlined in Item 9 under Event Details. That said, there is a general consensus that the event can reorganize their budget to ensure that funds are used outside of the area and not to offset expenses related to the Fairgrounds. As per the request, while it is commensurate with the total budget of the cost of the event production, the Board has not seen evidence of \$40,000 returns to the hotels. Event enhances our destination brand. Moved by Jonathan Coe to support the event at \$20,000 to be used for marketing/media outside of Sonoma County and our 4 neighboring counties; Second by Danielle O'Leary. Motion passed 5-0.

- **Battle of the Brews:** Chamber was interested in producing a similar event but held back to support this event. Its strength and weakness is that it is a fully volunteer run event – the weakness being their ability to grow may be hampered. The board has an interest in seeing if the event can capture zip codes to understand where people are coming from (Board requests some way to quantify/qualify where their audience is coming from). Asking for 25% of total cost, which is a higher percentage than any other request. Is a high need weekend, room-wise, and has the ability to grow. Moved by Jonathan Coe to give them \$5,000 to be used for marketing outside of Sonoma County and our 4 neighboring counties; Second by Sally Schaffer. Motion passed 5-0.

6. APPLICATION UPDATE: Suggestion is to clarify the application to exclude staff rooms in the hotel component requirements. There may be other suggestions, so Brad will distribute a draft application with modifications/additions. There is currently a 100 room night requirement, but obtaining additional demographics from the event, including zip code analysis will be helpful.
7. WORK PLAN UPDATE: Danielle O'Leary provided a recap of the Out There campaign from **Phase One** to our current Phase Two efforts. Phase One was the development of a campaign theme and strategy to position Santa Rosa as a destination city, and to raise awareness of Santa Rosa's vacation appeal, defining the demo- and psychographics, and then implementing the media deliverables on TV, in-theater, on line, and through Pandora. **Phase Two** is focusing on the brand promise – engaging locals and travelers in parts of the “real” Santa Rosa that are fun and fascinating, and enhancing the Santa Rosa experience through sights, sounds, and flavor. Deliverables include the Out There website with curated content, a mobile kiosk from which we can create and capture content, engage travelers and locals, and sell “local pride” merchandising. Additional media buys will be in the horizon market as well as demo- and psychographic specific opportunities. Looking to capitalize on earned media with a paid media overlay.
8. ADJOURN: 11:55 AM



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