



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

**SPECIAL MEETING  
MINUTES**

**THURSDAY, NOVEMBER 20, 2014  
2:30 PM – 3:30 PM**

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

1. CALL TO ORDER: 2:42
2. ROLL CALL
  - Members Present
    - Max Childs, Courtyard Marriott
    - Jonathan Coe, Santa Rosa Chamber of Commerce
    - Danielle O’Leary, City of Santa Rosa
  - Members Absent
    - Sally Schaffer, Hilton Sonoma Wine Country
    - Donna Renteria, Best Western Garden Inn
  - Staff Present
    - Brad Calkins, Santa Rosa CVB Executive Director
    - Anne Mitchell, Santa Rosa CVB
    - Charlene Lennon, Santa Rosa CVB
    - Raissa de la Rosa, City of Santa Rosa
3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None
4. APPROVAL OF MINUTES:
  - **September 25, 2014 Meeting** – Moved by Max Childs with the addition of the \$4,000 amount approved under the Santa Rosa Marathon event support item. Second by Jonathan Coe. Motion passed 3-0
5. EVENT SUPPORT:
  - **2015 NorCal Middle School Basketball Championship:** Board noted the event serves an underserved age group making it potentially a bigger draw. Coordination with Santa Rosa City Schools has been great. Organizers would like to move the tournament to Santa Rosa permanently, vs. moving it each year as they had been doing. Expected room nights are in the range of 700 rooms per night per weekend. Board stipulates that if funds are used for gym rental, the only eligible gyms to receive SRTBIA money should be in

Santa Rosa. The event is viewed as good for hoteliers as it is not a sold out weekend. Moved by Jonathan Coe to approve at the full \$10,000 request. Second by Max Childs. Motion passed 3-0.

6. EVENT SUPPORT APPLICATION UPDATE: Approval of updated event application moved by Danielle O'Leary, second by Jonathan Coe, motion passed 3-0 with the following changes in the Overview of Event Support Terms:
  - Change item 1 to: "Include the Santa Rosa Convention & Visitors Bureau logo and the City of Santa Rosa logo on printed materials, marketing materials, and link the CVB logo to the VisitSantaRosa.com and City logo to OutThereSR.com from the event/organization website."
  - Add item 7: "If event support is granted, a completed and signed W9 must be provided prior to payment."
7. WORK PLAN UPDATE: Staff presented a draft memo re: the sports feasibility study that includes the consideration of creating an indoor facility (we have none) and/or adding fields and artificial turf to an existing site.
8. ADJOURN: 3:11 PM



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