



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

**MINUTES**

**THURSDAY, JANUARY 22, 2015**

1. CALL TO ORDER: 11:20 AM
2. ROLL CALL
  - Members Present
    - Max Childs, Courtyard Marriott
    - Sally Shaffer, Hilton Sonoma Wine Country
    - Donna Renteria, Best Western Garden Inn
    - Danielle O’Leary, City of Santa Rosa
  - Members Absent
    - Jonathan Coe, Santa Rosa Chamber of Commerce
  - 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:
  - **November 20, 2014 Meeting** – Moved by Sally Shaffer with the correction of Ms. Shaffer’s name (no “c” in her last name). Second by Max Childs. Motion passed 4-0
5. EVENT SUPPORT REQUESTS:
  - **Wine Country Games** – Moved by Danielle O’Leary for full amount requested, to be used in the manner stated in the application. Second by Donna Renteria. Motion passed 4-0
6. REVIEW OF 2015 SRTBIA EVENT SUPPORT APPLICATION  
CVB staff asked if the definition of “events” should be more narrowly defined. Conversation resulted in the recommendation to leave the application as is, allowing for fuller discussion of all applications.
7. WORK PLAN REVIEW  
City staff asked for comments on the FY 2014-2015 work plan and annual report in preparation for writing the FY 2015-2016 plan.
8. ADJOURN: 11:45 AM