



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

MINUTES

THURSDAY, MARCH 19, 2015

1. CALL TO ORDER: 11:10 AM
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
 - Members Absent
 - Sally Shaffer, Hilton Santa Rosa
 - Staff Present
 - Brad Calkins, Santa Rosa CVB Executive Director
 - Anne Mitchell, Santa Rosa CVB
 - Charlene Lennon, Santa Rosa CVB
3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None
4. APPROVAL OF MINUTES:
 - **January 22, 2015** – Moved by Max Childs and seconded by Donna Renteria. Motion passed 4-0.
5. EVENT SUPPORT REQUESTS:
 - **Monster Truck Spring Nationals** – Moved by Danielle O'Leary for full amount requested, to be used for marketing and advertising outside the five Bay Area counties. Second by Donna Renteria. Motion passed 4-0
6. 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. The SRTBIA directed public relations accomplishments and sports feasibility study be added to the report.
7. ADJOURN: 11:47 AM