



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

MINUTES

THURSDAY, MAY 28, 2015

1. CALL TO ORDER: 11:05 AM
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 Shaffer, Hilton Santa Rosa
 - 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
3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None
4. APPROVAL OF MINUTES:
 - **March 19, 2015** – No changes, moved to approve by Max Childs, seconded by Jonathan Coe. Motion passed 3-0.
5. EVENT SUPPORT REQUESTS:
 - **Rescindment of 2015 NorCal Middle School Basketball Championship** – Event canceled. Moved to formerly rescind SRTBIA support by Jonathan Coe, seconded by Max Childs, and motion passes 3-0.
 - **National Heirloom Exposition 2015** – Moved to approve \$10,000 event support request by Jonathan Coe, seconded Danielle O'Leary, and motion passes 3-0.
 - **Rate Beer Best 2016** – Moved to approve \$17,500 event support request by Johnathan Coe, seconded by Danielle O'Leary, and motion passes 3-0.
6. WORK PLAN REVIEW

City staff asked for board approval for FY 2015-2016 Work Plan and the 2014 Annual Report 2014. Moved to approve by Max Childs. Seconded by Jonathan Coe, and motion passes 3-0.
7. ADJOURN: 11:55 AM