



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

MINUTES

THURSDAY, JULY 23, 2015

1. CALL TO ORDER: 11:15 AM
2. ROLL CALL
 - Members Present
 - Max Childs, Courtyard Marriott
 - Jonathan Coe, Santa Rosa Chamber of Commerce
 - Danielle O'Leary, City of Santa Rosa
 - Donna Renteria, Best Western Garden Inn
 - 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
- APPROVAL OF MINUTES:
 - **May 28, 2015**—No changes, moved to approve by Max Childs, seconded by Jonathan Coe. Motion passed 4-0.
- EVENT SUPPORT REQUESTS:
 - **Russian River Mud Run**—Moved to approve \$1,000.00 and review next year. Consider need period for hotels, may require event date to change for future SRTBIA funding. Motion to support by Jonathan Coe, seconded by Danielle O'Leary, and motion passes 4-0.
- REPORTS: SRTBIA ANNUAL WORKPLAN

Council feedback was positive. Board suggestion to move ordinance language to the staff report to cut down on length of Annual Report. Continue to reinforce the strategic partnership between City and SRCVB.

- DISCUSSIONS
 - Amgen Tour of California:** Raissa de la Rosa, City of Santa Rosa Marketing and Outreach Coordinator and Amgen Tour co-chair will be invited to an August 19, 2015 meeting to discuss hotel room blocks.
 - American Contract Bridge League:** Motion by Jonathan Coe to pre-authorize Director of Sales for the SRCVB Charlene Lennon to continue conversation with the group, and explore facility rental support not to exceed \$20,000, seconded by Danielle O'Leary, motion passes 4-0. Jonathan Coe makes a second motion to allow SRCVB staff to bring forward group bids for SRTBIA Board consideration, seconded by Danielle O'Leary motion passes 4-0.
- ADJOURN: 12:05 PM