



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

MINUTES

THURSDAY, NOVEMBER 19, 2015

1. CALL TO ORDER: 11:02 AM
2. ROLL CALL
 - Members Present
 - Sally Shaffer, Hilton Santa Rosa
 - Danielle O'Leary, City of Santa Rosa
 - Donna Renteria, Best Western Garden Inn
 - Members Absent
 - Jonathan Coe, Santa Rosa Chamber of Commerce
 - Max Childs, Courtyard Marriott
 - Staff Present
 - Brad Calkins, Visit Santa Rosa Executive Director
 - Charlene Lennon, Visit Santa Rosa Director of Sales
 - Kim Link, Sales Associate
3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None
- APPROVAL OF MINUTES:
 - **September 24, 2015**–No changes, moved to approve by Sally Shaffer, seconded by Donna Renteria. Motion passed 3-0.
- EVENT SPONSORSHIPS:
 - **Amgen Tour of California 2016** event sponsorship: Motion to approve \$50,000 SRTBIA event sponsorship funds (\$25,000 Visit Santa Rosa) + (\$25,000 City of Santa Rosa). Moved to approve by Sally Shaffer, seconded by Donna Renteria, motion passes 3-0.
 - **Country Summer at Sonoma County Fairgrounds** event sponsorship request: Motion to approve \$30,000 SRTBIA sponsorship funds to be used for marketing outside the 5 County trade area of Napa, Sonoma, Mendocino, Lake and Marin made by Danielle O'Leary, seconded by Sally Shaffer, motion passes 3-0.
 - **Mr. and Mrs. Natural Santa Rosa** event sponsorship request: Motion to approve \$1,500 for marketing outside the 5 County trade area of Napa, Sonoma, Mendocino, Lake and Marin made by Donna Renteria, seconded by Sally Shaffer, motion passes 3-0.

- **Sonoma County SOL Cup** event sponsorship request: Motion to approve \$5,000 made by Sally Shaffer, seconded by Donna Renteria, motion passes 3-0.
- ADJOURN: 11:55 PM