



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

**MINUTES**

**THURSDAY, JANUARY 28, 2016**

1. CALL TO ORDER: 11:10 AM
2. ROLL CALL
  - Members Present
    - Jonathan Coe, Santa Rosa Chamber
    - Danielle O’Leary, City of Santa Rosa
    - Max Childs, Courtyard Marriott
  - Members Absent
    - Sally Shaffer, Hilton Santa Rosa
    - Donna Renteria, Best Western Garden Inn
  - 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:
  - **November 19, 2015**—No changes, moved to approve by Jonathan Coe, seconded by Max Childs, motion carries 3-0.
- EVENT SPONSORSHIPS:
  - **Monster Truck Spring Nationals** event sponsorship: Motion to approve \$4,000 (\$2,000 Visit Santa Rosa) + (\$2000 City of Santa Rosa) event sponsorship request to be used for marketing efforts outside trade area by Jonathan Coe, seconded by Danielle O’Leary, motion carries 3-0.
  - **Battle of the Brews** event sponsorship: Motion to approve \$5,000 (\$2,500 Visit Santa Rosa) + (\$2500 City of Santa Rosa) event sponsorship request to be used for marketing outside trade area by Jonathan Coe, seconded by Max Childs, motion carries 3-0.
  - **AT’s Showdown 2016 Mountain Bike Competition** event sponsorship: Motion to approve \$5,000 (\$2500 Visit Santa Rosa) + (\$2500 City of Santa Rosa) event sponsorship request by Jonathan Coe, seconded by Max Childs. Motion passes 3-0.
  - **Amgen Tour of California 2016** event sponsorship: Motion to approve \$50,000 (\$25,000 Visit Santa Rosa) + (\$25,000 City of Santa Rosa) event sponsorship request by Jonathan Coe, seconded by Max Childs, motion carries 3-0.

- **Redaction of Sonoma County SOL Cup** event sponsorship request canceled due to event cancellation. Motion made by Jonathan Coe to cancel \$5000 event support award, seconded by Max Childs, motion carries 3-0.
  - **Mud Run Date Change:** motion made by Max Childs to keep event support with new date change, seconded by Jonathan Coe, motion carries 3-0.
  - **Sonoma County Silver Scream** event sponsorship: Motion to approve \$5000 (\$2500 Visit Santa Rosa) + (\$2500 City of Santa Rosa) for marketing activities outside of trade area by Max Childs, seconded by Jonathan Coe, motion carries 3-0.
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- ADJOURN: 11:58 PM