



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

MINUTES

THURSDAY, MARCH 24, 2016

1. CALL TO ORDER: 11:07 AM

2. ROLL CALL

Members Present

- Jonathan Coe, Santa Rosa Chamber
- Danielle O'Leary, City of Santa Rosa
- Max Childs, Courtyard Marriott
- Donna Renteria, Best Western Garden Inn

Members Absent

- Sally Shaffer, Hilton Santa Rosa

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:

- **January 28, 2016**—No changes, moved to approve by Jonathan Coe, seconded by Max Childs, motion carries 4-0.

• ANNUAL REPORT DISCUSSION:

- **Council Meeting Date:** June 7, 2016
- **Forecasted Revenue Increase:** 7%, based off tourism industry projections
- **Annual Report Administrative Elements:** content will be shifted to City staff report and removed from the Annual Report.
- **Presenters:** Brad Calkins, Executive Director Visit Santa Rosa, and Danielle O'Leary, Economic Development Manager.

• ADJOURN: 11:35 AM