



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

MINUTES

THURSDAY, May 26, 2016

1. CALL TO ORDER: 11:05 AM

2. ROLL CALL

Members Present

- Jonathan Coe, Santa Rosa Chamber
- Danielle O'Leary, City of Santa Rosa
- Max Childs, Courtyard Marriott
- Sally Shaffer, Hilton Santa Rosa

Members Absent

- 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, Visit Santa Rosa Sales Associate
- Tanya Rainey, Visit Santa Rosa Assistant

3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None

• APPROVAL OF MINUTES:

- **March 24, 2016**—No changes. Motion to approve by Max Childs, seconded by Sally Shaffer, motion carries 4-0.

• ANNUAL REPORT:

- Presented by Danielle O'Leary. Few minor changes. Motion for approval by Sally Shaffer, seconded by Max Childs, motion carries 4-0.

• EVENT SPONSORSHIPS:

- **The National Heirloom Exposition** event sponsorship: Matt and Adrianna Powers presented on behalf of The National Heirloom Exposition. Motion made by Jonathan Coe to approve \$15,000 with the request to have more advertising for next year's event, seconded by Danielle O'Leary motion carries 4-0.

- **Rate Beer** event sponsorship: Motion made by Jonathan Coe to approve \$22,500 with the request to invite Visit Santa Rosa to participate in trade show / media / consumer events outside the area wit Rate Beer Best. (Visit Santa Rosa will cover all their own expenses.), seconded by Sally Shaffer, motion carries 4-0.
 - **Wine Country Games** event sponsorship: Discussion included timing of application. Sonoma Wine Country Games stated they sent in application on January 18, 2016 but was not received by SRTBIA until May 16, 2016. Max Childs made a motion to approve \$2,500, seconded by Sally, motion carries 4-0.
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- ADJOURN: 12:02PM