



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

MINUTES

THURSDAY, July 28, 2016

1. CALL TO ORDER: 11:32 AM

2. ROLL CALL

Members Present

- Jonathan Coe, Santa Rosa Chamber
- Donna Renteria, Best Western Garden Inn
- Sally Shaffer, Hilton Santa Rosa

Members Absent

- Max Childs, Courtyard Marriott
- Raissa De La Rosa, City of Santa Rosa

Staff Present

- Brad Calkins, Visit Santa Rosa Executive Director
- Charlene Lennon, Visit Santa Rosa Director of Sales
- Tanya Rainey, Visit Santa Rosa Assistant
- Keith Roberts, City of Santa Rosa

3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None

• APPROVAL OF MINUTES:

- **May 26, 2016**—No changes. Motion to approve by Donna Renteria, seconded by Sally Shaffer, motion carries 3-0.

• EVENT SPONSORSHIPS:

- **Destination Races** event sponsorship: Matt Dockstader and Hannah Bornhofen presented The Microbrew Country Half Marathon. Motion to approve \$10,000 to be used for marketing outside trade area made by Sally Shaffer, seconded by Donna Renteria, motion carries 3-0. Approval does not guarantee or include waived or reduced city services fees and permits and DR agrees to allow Visit Santa Rosa to participate in trade show / media / consumer events outside the area with no charges for booth space.

• ADJOURN: 12:07PM