



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

**MINUTES**

**THURSDAY, September 22, 2016**

1. CALL TO ORDER: 11:03 AM
2. ROLL CALL
  - Members Present
    - Jonathan Coe, Santa Rosa Chamber
    - Donna Renteria, Best Western Garden Inn
    - Max Childs, Courtyard Marriott
    - Raissa De La Rosa, City of Santa Rosa
  - Members Absent
    - Full Service Hotel Board Member
  - Staff Present
    - Brad Calkins, Visit Santa Rosa Executive Director
    - Tanya Rainey, Visit Santa Rosa Assistant
3. PUBLIC APPEARANCES / PUBLIC COMMENTS: None
  - APPROVAL OF MINUTES:
    - **July 28, 2016**—No changes. Motion to approve by Jonathan Coe, seconded by Donna Renteria, motion carries 4-0.
  - EVENT SPONSORSHIPS:
    - **2016 Les Schwab Monster Truck Fall Nationals** event sponsorship: Motion made by Jonathan Coe to not support, due to event being two weeks out and during peak occupancy times, seconded by Donna Renteria, motion carries 4-0.
    - **Ironman Events** event sponsorship: Motion made by Donna Renteria to move forward to affirming 5-year contract with Ironman with sponsorship of 135,000 Visit Santa Rosa + 135,000 City of Santa Rosa BIA. Waiting on City of Santa Rosa's approval of contact and letter of intent, seconded by Max Childs, motion carries 4-0.
  - ADJOURN: 11:40AM