



City of Santa Rosa

637 First Street
Santa Rosa, CA 95404

**SANTA ROSA TOURISM BUSINESS
IMPROVEMENT AREA ADVISORY BOARD
SPECIAL MEETING NOTICE AND AGENDA -
FINAL
JANUARY 29, 2026
SPECIAL MEETING**

11:00 A.M. - SPECIAL MEETING

**ALL PUBLIC COMMENTS WILL BE PROVIDED IN PERSON
OR VIA EMAIL IN ADVANCE OF THE MEETINGS.**

**MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING BY
ATTENDING IN-PERSON FROM THE LARGE CONFERENCE ROOM,
FIRST FLOOR, LOCATED AT 637 FIRST ST., SANTA ROSA.**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE VIA
ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/84064085522](https://srcity-org.zoom.us/j/84064085522), OR
BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 840 6408 5522.**

**Public Comment may be made live, in-person, during the meeting in the
Large Conference Room at 637 First Street or submitted in advance via
email at EconomicDevelopment@srcity.org by 12:00 pm the Wednesday
before the Santa Rosa Tourism Business Improvement Area Meeting.**

**Any written correspondence will be included in the agenda
before the meeting begins.**

**IN THE EVENT A BOARD MEMBER PARTICIPATES REMOTELY
BASED ON JUST CAUSE UNDER THE BROWN ACT, THE CITY
WILL ALLOW FOR PUBLIC COMMENT THROUGH THE ZOOM
LINK OR DIAL-IN NUMBER ABOVE.**

11:00 A.M.

- 1. CALL TO ORDER AND ROLL CALL**
- 2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)**

This time is reserved for any Board Member to announce remote participation under the “Just Cause” provision of Government Code Section 54953.8.

3. NEW BUSINESS

- 3.1** Receive a report and presentation on the Ross Street Activation Pilot Program and proposed use of SRTBIA funds.

Recommended Action: Discussion Only.

Attachments: [Ross Street Program Overview](#)

- 3.2** Receive a report and presentation on the next steps for implementation of the council adopted SRTBIA workplan.

Recommended Action: Informational Only.

- 3.3** Receive a report and presentation on event support funding applications and funding rounds for 2026.

Recommended Action: Informational Only.

4. ADJOURNMENT

The City of Santa Rosa does not discriminate against individuals (including member(s) of a legislative body) with disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Recording Secretary at (707) 543-3084 (TTY Relay at 711) or jareynolds@srcity.org. The e-mail subject line should read “ADA Accommodation Request” or “Language Assistance” and the email should include your name, address, telephone number, and a description of the request. If the request is received at least seven (7) business days prior to the board meeting, the copy shall be provided no later than two (2) business days prior to the board meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.

Any writings or documents provided to a majority of this meeting body prior to this meeting regarding any item on this agenda are available by contacting the Economic Development Administrative Secretary at (707) 543-3084 or at jareynolds@srcity.org.