



City of Santa Rosa

City Hall, Council
Chamber
100 Santa Rosa Avenue
Santa Rosa, CA 95404

ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL AUGUST 10, 2026

9:00 A.M.

**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 COUNCIL CHAMBERS LOCATED AT 100 SANTA
ROSA AVENUE.**

THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE AT:

- 1. [HTTPS://SANTA-ROSA.LEGISTAR.COM/CALENDAR](https://santa-rosa.legistar.com/calendar).
CLICK ON THE "IN PROGRESS" LINK TO VIEW;**
- 2. VIA ZOOM WEBINAR BY VISITING
[HTTPS://SRCITY-ORG.ZOOM.US/J/85693623741](https://srcity-org.zoom.us/j/85693623741),
OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 856 9362
3741;**
- 3. COMCAST CHANNEL 28, AT&T U-VERSE CHANNEL 99; AND**
- 4. VIA YOUTUBE AT [HTTPS://WWW.YOUTUBE.COM/CITYOFSANTAROSA](https://www.youtube.com/cityofsantarosa)**

**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.**

9:00 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 Subcommittee Member to announce remote

**Economic Development
Subcommittee**

- FINAL

AUGUST 10, 2026

participation under the “Just Cause” provision of Government Code Section 54953.8.

3. MODIFICATIONS TO AGENDA

If needed, this is the time to announce any changes to the agenda due to unforeseen circumstances.

4. ANNOUNCEMENTS

5. APPROVAL OF MINUTES

6.1 Draft Minutes - June 8, 2026.

Attachments: [Draft Minutes - June 8, 2026.pdf](#)

6. PUBLIC COMMENTS

This is the time when any person may address matters not listed on this agenda, but which are within the subject matter of the jurisdiction of this subcommittee. The public may comment on agenda items when the item is called. Each speaker is allowed up to three minutes.

7. MATTERS HELD IN COMMITTEE

None.

8. PRESENTATIONS

None.

9. PARTNER REPORTS

None.

10. ACTION ITEMS

None.

11. DEPARTMENT REPORTS

This time is reserved for City staff to provide a briefing on issues of interest. No action will be taken on these matters except to possibly place a particular item on a future agenda for consideration.

**Economic Development
Subcommittee**

- FINAL

AUGUST 10, 2026

- 11.1** Receive an update and report from staff on the Quarterly Economic Development Report.

Recommended Action: Informational.

Attachments: [Quarterly Report - July 2026](#)

- 11.2** Receive an update and report from staff on the Economic Development Strategic Plan Implementation Progress.

Recommended Action: Informational.

Attachments: [Implementation Plan Report - August 2026](#)

- 11.3** Receive a report from staff on Planning's new Express Permitting Program.

Recommended Action: Informational.

- 11.4** Receive a report from staff on the renewal and revision of the federal Opportunity Zone program.

Recommended Action: Informational.

- 11.5** Receive a report from staff on Asawa panel project and provide feedback on temporary panel placement.

Recommended Action: Discussion.

Attachments: [Asawa Temporary Panel Display](#)

12. OTHER UPDATES

Tourism Strategic Plan Request for Proposals
Ross Street Pilot
One Stop Shop
Santa Rosa Business Promotion Video

13 ADJOURNMENT

**Economic Development
Subcommittee**

- FINAL

AUGUST 10, 2026

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>.