



**Economic Development Subcommittee
Regular Meeting Minutes - Draft**

Tuesday, July 9, 2024

10:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rogers called the meeting to order at 10:00 a.m.

Present: 3 - Chair Chris Rogers, Council Member Eddie Alvarez, and Council Member Jeff Okrepkie

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. ANNOUNCEMENTS

Acting Deputy Director Jill Scott introduced Meredith Knudsen, the new Arts and Culture Coordinator for Economic Development.

4. APPROVAL OF MINUTES

4.1 March 12, 2024 - Draft Minutes.

Approved as submitted.

5. PUBLIC COMMENTS

Chair Rogers opened public comment at 10:01 a.m.

Onna Young from Sonoma Small Business Development Center introduced herself to the Committee.

Chair Rogers closed public comment at 10:02 a.m.

6. NEW BUSINESS

6.1 Implementation of the Economic Development Strategic Plan
Discussion of the implementation of the Economic Development Strategic Plan, including small business class series-Santa Rosa Eats Restaurant Program, virtual one-stop shop efforts, business analysis and clusters, new technology, directory of vacant buildings and parcels, and small business check-in meetings.

RECOMMENDATION: Information and Discussion.

Staff Scott and Osburn presented.

Staff responded to Committee Member inquiries.

Committee Members provided comments and feedback.

Chair Rogers opened public comment at 10:43 a.m.

Onna Young spoke in favor of the Santa Rosa Eats program and provided details on the program.

Chair Rogers closed public comment at 10:44 a.m.

Item received and filed.

6.2 Marketing Efforts

Review and Discussion of new and ongoing marketing efforts including business highlight reels on social media, Out There Santa Rosa, and iBank grants for small business.

RECOMMENDATION: Information and Discussion.

Staff Scott presented.

Board Members provided comments and feedback.

Staff responded to Board Member inquiries.

Chair Rogers opened and closed public comment at 10:53 a.m.

6.3 Current economics update.

RECOMMENDATION: Discussion.

Staff Scott presented.

Board Members provided comments and feedback.

Staff responded to Board Member inquiries.

Chair Rogers opened public comment at 10:53 a.m.

Onna Young spoke briefly on SBDC's availability to help with future projects.

Chair Rogers closed public comment at 10:53 a.m.

6.4 Fire Station 5 public art project winner.

RECOMMENDATION: Information only.

Staff Knudsen presented.

Staff responded to Board Member Inquiries.

Chair Rogers opened public comment at 11:01 a.m.

Onna Young spoke briefly in favor of the project.

Chair Rogers closed public comment at 11:01 a.m.

6.5 Events.

RECOMMENDATION: Information and Discussion.

Staff Scott presented.

Board members provided comments and feedback.

Chair Rogers opened and closed public comment at 11:07 a.m.

7. MATTERS HELD IN COMMITTEE

None.

8. DEPARTMENT REPORTS

Director Osburn reported.

Committee Members provided comments and feedback.

Chair Rogers opened and closed public comment at 11:10 a.m.

9. ADJOURNMENT

Chair Rogers adjourned the meeting at 11:10 a.m.

Approved on:

Jack Reynolds,
Recording Secretary