



## **City of Santa Rosa**

637 First Street,  
Santa Rosa, CA

### **ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL JULY 9, 2024**

**EFFECTIVE IMMEDIATELY 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 (IT IS RECOMMENDED THAT SOCIAL DISTANCING BE OBSERVED).**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE VIA ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/82387172998](https://srcity-org.zoom.us/j/82387172998), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 823 8717 2998**

**IN THE EVENT A BOARD MEMBER PARTICIPATES REMOTELY BASED ON JUST CAUSE OR EMERGENCY CIRCUMSTANCES PURSUANT TO AB 2449, THE CITY WILL ALSO ALLOW FOR PUBLIC COMMENT THROUGH THE ZOOM LINK OR DIAL-IN NUMBER ABOVE.**

#### **10:00 A.M. - REGULAR SESSION**

- 1. CALL TO ORDER AND ROLL CALL**
- 2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)**

To consider and take action on any request from a Board Member to participate in a meeting remotely due to Just Cause or Emergency Circumstances pursuant to AB 2449 (Government Code Section 54953(f)).

- 3. ANNOUNCEMENTS**
- 4. APPROVAL OF MINUTES**

**4.1**      March 12, 2024 - Draft Minutes.

**Attachments:** [March 12, 2024 - Draft Minutes](#)

## **5. 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. The public may comment on agenda items when the item is called. Each speaker is allowed up to three minutes.

## **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 East 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.

- 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.

- 6.3** Current economics update.

RECOMMENDATION: Discussion.

- 6.4** Fire Station 5 public art project winner.

RECOMMENDATION: Information only.

- 6.5** Events.

RECOMMENDATION: Information and Discussion.

## **7. MATTERS HELD IN COMMITTEE**

## **8. 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.

## **9. ADJOURNMENT**

The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting the Secretary at (707) 543-3084 (TTY Relay at 711) one week prior to the meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.