



# 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 DECEMBER 8, 2025**

**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/82568181888](https://srcity-org.zoom.us/j/82568181888),  
OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 825 6818  
1888;**
- 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 OR EMERGENCY CIRCUMSTANCES  
PURSUANT TO AB 2449, THE CITY WILL ALSO 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 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. 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**

5.1 Draft Minutes - October 13, 2025.

**Attachments:** [Draft Minutes - October 13, 2025](#)

### **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**

### **8. PRESENTATIONS**

8.1 PRESENTATION - ECONOMIC INSIGHTS WITH DR. ROBERT EYLER, SONOMA STATE UNIVERSITY

Receive a report out and presentation on the current state of the economy from Dr. Robert Eyler, Sonoma State University.

Recommended Action: Information and Discussion.

**Attachments:** [Presentation](#)

### **9. PARTNER REPORTS**

None.

### **10. ACTION ITEMS**

**10.1 MOTION - ECONOMIC DEVELOPMENT QUARTERLY REPORT**

Receive a copy of the draft economic development quarterly report.

Recommended Action: The City of Santa Rosa Economic Development Division recommends that the Economic Development Subcommittee approve the draft economic development quarterly report for publication.

**Attachments:** [Quarterly Report - Dec 2025  
Presentation](#)

**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.

**11.1 REPORT - ECONOMIC DEVELOPMENT IMPLEMENTATION PLAN**

Receive a staff report on Economic Development Implementation Plan progress from the Economic Development Division.

Recommended Action: Discussion.

**Attachments:** [Presentation](#)

**11.2 REPORT - PLANNING AND LAND USE PROJECTS**

Receive a staff report from the Economic Development Division on Coordination with the Planning Division on Planning & Land Use Projects, including Entertainment Zones and Conditional Use Permit (CUP) changes.

Recommended Action: Discussion.

**Attachments:** [Presentation](#)

**11.3 REPORT - DOWNTOWN ACTIVATION STRATEGIES**

Receive a report from the Economic Development Division regarding

current downtown initiatives and activation strategies including:

- Ross Street Pilot
- New Commercial Renter Program
- Asawa art and ongoing fountain/stage conversation.
- Park impact fees and scope development for improvements in Courthouse Square, 4th Street, Je-Ju Way, Comstock Mall, Julliard Park.

Recommended Action: Discussion.

## **12. OTHER UPDATES**

### **12.1 REPORT - ECONOMIC DEVELOPMENT PROJECT UPDATES**

Receive a report from the Economic Development Division regarding:  
USL

- Creative Corridor
- Parking fees and impacts to businesses
- Art & Culture initiatives
- Events
- Downtown play panels
- Business Concierge Program.

Recommended Action: Information Only.

## **13. COMMITTEE ASSIGNMENTS**

### **13.1 DISCUSSION - COMMITTEE ASSIGNMENTS**

Review and discuss assignments accepted by, or given to, individual Subcommittee members-whether made by the Chair, initiated by the Subcommittee, or requested by staff-for the purpose of performing activities, research, outreach, or other actions outside of regular meetings that support the work program and priorities of the Subcommittee.

Discussion.

Recommended Action: Discussion.

## **14. FUTURE AGENDA ITEMS**

## **15. 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>.