



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

Tuesday, March 11, 2025

10:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Okrepkie called the meeting to order at 10:00 am.

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. MODIFICATIONS TO AGENDA

None.

4. ANNOUNCEMENTS

None.

5. APPROVAL OF MINUTES

5.1 November 12, 2024 - Draft Minutes.

Approved as submitted.

6. PUBLIC COMMENTS

Chair Okrepkie opened and closed public comment at 10:01 am.

7. NEW REGULAR MEETING TIME DISCUSSION

Chief Economic Development Officer Scott Adair reported.

Committee Members spoke among themselves.

Chair Okrepkie opened and closed public comment at 10:03 am.

A motion was made by Vice-Mayor Alvarez, seconded by Chair Okrepkie, to establish the new regular meeting time for the Economic Development Subcommittee as the second Monday of every other month at 9am beginning April 14th.

Yes: 2 - Chair Jeff Okrepkie and Committee Member Eddie Alvarez

Absent: 1 - Council Member Victoria Fleming

8. PARTNER REPORTS

- 8.1** Rose-E Pilot Project Report
Cadance Allinson will give an overview and recap of the Rose-E trolley pilot program.

Recommended Action: Information Only.

Cadance Allinson of the Downtown Action Organization presented.

Cadance Allinson responded to Committee Member inquiries.

Committee Members provided comments and feedback.

Chair Okrepkie opened and closed public comment at 10:22 am.

9. NEW BUSINESS

- 9.1** Economic Development Strategy Implementation Plan Update
Chief Economic Development Officer Adair will give an update on the Economic Development Strategy Implementation Plan.

Recommendation: Information Only.

Staff Adair presented.

Chair Okrepkie opened and closed public comment at 10:36 am.

- 9.2** Business Attractions Retention and Expansion Update
Chief Economic Development Officer Adair will give an update on business retention and expansion.

Recommendation: Information Only.

Staff Adair presented.

Staff Adair and Assistant City Manager Daryel Dunston responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment at 10:42 am.

9.3

Entrepreneurship and Small Business Update

Chief Economic Development Officer Adair will give an update on entrepreneurship and small business.

Recommendation: Information Only.

Staff Adair presented.

Staff Adair and Small Business Ombudsman Rafael Rivero responded to Committee Member inquiries.

Staff Rivero and Program Analyst Rachel Beer reported.

Planning and Economic Development Director Gabe Osburn and Staff Adair responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment at 10:54 am.

9.4

Economic Vibrancy and Resiliency Update

Chief Economic Development Officer Adair will give an update on Economic Vibrancy and Resiliency.

Recommendation: Information Only.

Staff Adair reported.

Committee Members provided comments and feedback.

Staff Adair responded to Committee Member inquiries.

9.5

Community Investment Update

Arts and Culture Coordinator Meredith Knudsen will give an update on the Arts and Culture Program.

Recommendation: Information Only.

Staff Knudsen presented.

Staff Adair reported.

Committee Members provided comments and feedback.

9.6

KPI Tracking

Chief Economic Development Officer Adair will give an update on key economic indicators.

Recommendation: Information Only.

Staff Adair presented.

Committee Members provided comments and feedback.

Staff Adair responded to Committee Member inquiries.

9.7

Special Projects Update

Chief Economic Development Officer Adair will give an update on Council-directed projects that fall under the Economic Development strategy.

Recommendation: Information Only.

Staff Adair presented.

Staff Beer reported.

Staff Adair responded to Committee Member inquiries.

Chair Okrepkie opened public comment at 11:41 am.

Cadance Allinson spoke regarding the importance of businesses feeling valued and involved.

Assistant City Manager Dunston asked a question of Cadance Allinson.

Cadance Allinson gave feedback regarding a pedestrianization survey put out by the City of Santa Rosa.

Assistant City Manager Dunston provided comments.

Committee Members provided comments and feedback.

Director Osburn and Staff Adair provided comments.

Chair Okrepkie closed public comment at 11:51 am.

10 MATTERS HELD IN COMMITTEE

None.

11. DEPARTMENT REPORTS

Director Osburn reported on ongoing Planning and Economic Development projects and programs.

Chair Osburn opened and closed public comment at 11:57 am.

12. ADJOURNMENT

Chair Okrepkie adjourned the meeting at 11:57 am.

Approved on: April 7, 2025

/s Jack Reynolds, Recording Secretary