



City of Santa Rosa

100 Santa Rosa Avenue,
Room 7
Santa Rosa, CA

ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL JUNE 9, 2025

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 CONFERENCE ROOM, LOCATED AT 100 SANTA ROSA AVENUE, ROOM 7, 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/82568181888](https://srcity-org.zoom.us/j/82568181888), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 825 6818 1888

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. - 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. 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 - April 14, 2025.

Attachments: [Draft Minutes - April 14, 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. 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. PARTNER REPORTS

9. DEPARTMENT REPORTS/UPDATES

- 9.1 Economic Development Strategy Implementation Plan Update

- Update on plan implementation. - Scott Adair

- 9.2 Business Attraction, Retention and Expansion Update

- Report out on ICSC activities. - Scott Adair
- Film tourism and attraction. - Scott Adair
- Permit Ready Program. - Gabe Osburn

- 9.3 Entrepreneurship and Small Business Update

- NorthBay Biz - Best of the North Bay - Celebrating Santa Rosa as "Best Business-Friendly City. - Scott Adair
- Results of downtown activation (pedestrianization) community survey and business meetings. - Rachel Beer

Attachments: [4th ALBF Santa Rosa City Hall By Apres-Midi Agency Business Survey - Results](#)
[Community Survey Results](#)
[DAO Memo re Pedestrianization](#)

**Economic Development
Subcommittee**

- FINAL

JUNE 9, 2025

9.4 Economic Vibrancy and Resiliency Update (Events)

- Downtown Activation Strategy update. - Rachel Beer
 - o Pop up program (shipping container). - Rachel Beer
 - o Theater Alley project (Comstock Mall). - Rachel Beer
- Report out on our first Downtown Farmers Market and “Second Sunday”. - Rachel Beer
- Chamber Transition Update. - Meredith Knudsen
- New Event Specialist Recruitment Update - Meredith Knudsen
- City-sponsored events: (How many and which events will the city sponsor). - Meredith Knudsen
 - o Definition for “signature events”. - Meredith Knudsen
 - o Eligibility. - Meredith Knudsen
 - o Budget. - Meredith Knudsen

Attachments: [Cost Benefit Analysis - Shipping Containers 2025](#)

9.5 Community Investment Update (Art & Culture)

- Asawa Fountain Update. - Meredith Knudsen

9.6 Metrics and Indicators

- One Stop Shop Update. -Rachel Beer

9.7 Other Updates or Announcements

- Entertainment Zones. - Gabe Osburn
- CUP and VBL Update. - Gabe Osburn
- Tourism strategic planning. - Scott Adair
- SRTBIA update. - Scott Adair
- USL Update. - Scott Adair

Attachments: [Combined Presentation](#)

10. FUTURE AGENDA ITEMS

11. ADJOURNMENT

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- FINAL

JUNE 9, 2025

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 one week prior to the meeting. Meeting information can also be accessed via the internet at <http://srcity.org/1400>.