

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: RAISSA DE LA ROSA, DEPUTY DIRECTOR –
DINA MANIS, CITY CLERK
SUBJECT: INTERVIEWS AND APPOINTMENTS FOR PUBLIC FINANCING
AUTHORITY

AGENDA ACTION: INTERVIEWS

RECOMMENDATION

It is recommended by the Planning and Economic Development Department and the City Clerk's Office, that the Council hold interviews for (1) joint City of Santa Rosa/Sonoma County Representative for the Public Financing Authority.

EXECUTIVE SUMMARY

The City of Santa Rosa adopted a resolution of intent to establish an Enhanced Infrastructure Financing District (EIFD) and a resolution to form a Public Financing Authority (PFA) as the governing board of the EIFD. The composition of the PFA includes (1) public member appointed by the Santa Rosa City Council, (1) public member appointed by the Sonoma County Board of Supervisors, and (1) public member jointly appointed by the Santa Rosa City Council and the Sonoma County Board of Supervisors.

BACKGROUND

An EIFD is a type of special financing district that uses a portion of property tax increment revenues generated by community growth from a specifically defined area to finance public infrastructure and economic development projects of community-wide significance.

In 2020, staff began research into enhanced infrastructure financing districts and how it may support our community. After several years of research, multiple discussions with staff, stakeholders, consultants, and the Economic Development Subcommittee, the PFA was established in April 2023 to serve as the governing board of the intended EIFD.

PRIOR CITY COUNCIL REVIEW

INTERVIEWS FOR PFA
PAGE 2 OF 3

On October 27, 2020, the Council conducted a study session to review and explore EIFD concepts.

On April 25, 2023, the Council adopted a resolution of intention RES-2023-076 to form the Downtown Enhanced Infrastructure Financing District, and RES-2023-077 to establish a Public Financing Authority as the governing board of the EIFD.

On June 6, 2023, the Council interviewed and appointed (1) City of Santa Rosa public member.

ANALYSIS

For the PFA public member appointments, the City of Santa Rosa advertised the vacancies, accepted the applications, reviewed the applications, and forwarded them to the Council and the Sonoma County Board of Supervisors for review and consideration. The City of Santa held interviews and appointed the City of Santa Rosa (1) public member to the PFA and made recommendations to support candidates for the Board of Supervisors to consider for the joint appointment. The Board of Supervisors facilitated their own recruitment, advertising the vacancies using substantially the same eligibility requirements, and appointed the Sonoma County (1) public member, and have now referred (3) applicants from their recruitment efforts back to Council for consideration to the joint City of Santa Rosa/Sonoma County Representative for the Public Financing Authority.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On June 14, 2022, November 8, 2022, and February 14, 2023, the Economic Development Subcommittee received updates and held discussions related to establishing an EIFD.

NOTIFICATION

The Sonoma County Board of Supervisors facilitated a recruitment process for the joint appointment and referred (3) applicants to the City of Santa Rosa.

ATTACHMENTS

- Attachment 1 – Resolution forming the PFA
- Attachment 2 – Council Policy 000-006
- Attachment 3 – Notice of Applications on File
- Attachment 4 – Interview Order

PRESENTER

Dina Manis, City Clerk