

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, by three separate motions: 1) waive Sections B1 and B2 of Council Policy 000-06 to allow for property owners within the Enhanced Infrastructure District (EIFD) who may not be residents of/registered voters in the City of Santa Rosa, but reside and are registered voters in Sonoma County, to be considered for appointment to the Public Financing Authority (PFA); 2) appoint one (1) City of Santa Rosa public member representative to serve on the PFA; and 3) nominate first and second choices for the one (1) Joint City of Santa Rosa/Sonoma County public member representative on the PFA to refer to the Board of Supervisors.

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.

INTERVIEWS FOR PFA
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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

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 District.

ANALYSIS

For the public member appointments for the PFA, 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 will hold interviews and appoint the City of Santa Rosa (1) public member to the PFA and will make recommendations to support candidates for the Board of Supervisors to consider for the joint appointment.

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 Guideline 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 City Clerk's Office has conducted recruitment efforts seeking applicants for PFA vacancies by advertising in the Press Democrat, srcity.org/boards website and through social media outreach.

ATTACHMENTS

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

PRESENTER

Dina Manis, City Clerk