



City of Santa Rosa

637 First Street,
Santa Rosa, CA

ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - DRAFT NOVEMBER 12, 2024

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 LARGE CONFERENCE ROOM, FIRST FLOOR, LOCATED AT 637 FIRST ST., 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/82387172998](https://srcity-org.zoom.us/j/82387172998), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 823 8717 2998

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.

10:00 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 September 10, 2024 - Draft Minutes.

Attachments: [Draft Minutes - September 10, 2024](#)

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. NEW BUSINESS

- 7.1 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

Attachments: [Presentation](#)

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

Recommendation: Information Only.

- 7.3 Entrepreneurship and Small Business Update
Chief Economic Development Officer Adair will give an update on entrepreneurship and small business.

Recommendation: Information Only.

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

Recommendation: Information Only.

- 7.5 Community Investment Update

**Economic Development
Subcommittee**

- DRAFT

NOVEMBER 12, 2024

Chief Economic Development Officer Adair will give an update on Community Investment.

Recommendation: Information Only

7.6

KPI Tracking

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

Recommendation: Information Only.

7.7

Vacant Parcel Strategies and Pop-Up Program

Chief Economic Development Officer Adair will seek guidance from the Subcommittee on vacant parcel strategies and a potential pop-up program.

Study Session: Discussion

8. MATTERS HELD IN COMMITTEE

9. 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.

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