



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

Tuesday, November 12, 2024

10:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rogers called the meeting to order at 10:00 a.m.

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. MODIFICATIONS TO AGENDA

None.

4. ANNOUNCEMENTS

Gabe Osburn, Director of Planning and Economic Development, spoke about staffing of the Economic Development Division.

Chair Rogers opened and closed public comment at 10:02 a.m.

5. APPROVAL OF MINUTES

5.1 September 10, 2024 - Draft Minutes.

Approved as submitted.

Chair Rogers opened and closed public comment at 10:02 a.m.

6. PUBLIC COMMENTS

Chair Rogers opened public comment at 10:02 a.m.

Gig Hitao asked about what metrics the City was using to track Economic Development.

Chair Rogers expressed that this topic would be covered within the agenda.

Chair Rogers closed public comment at 10:03 a.m.

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

Chief Economic Development Officer Scott Adair and Director Osburn presented.

Committee Members offered comments and feedback.

Chair Rogers opened public comment at 10:10 a.m.

Gig Hitao asked about metrics used for tracking the economic health of Santa Rosa.

Staff Adair explained the various metrics used by the City.

Chair Rogers closed public comment at 10:12 a.m.

- 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.

Staff Adair reported.

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

Committee Members provided comments and feedback.

Staff Adair and Assistant City Attorney Ashle Crocker responded to Committee Member inquiries.

Chair Rogers opened public comment at 10:32 a.m.

Charles Evans spoke regarding recruiting existing businesses to Santa Rosa.

Gig Hitao inquired on zoning issues regarding the city limit of Santa Rosa.

Chair Rogers closed public comment at 10:33 a.m.

Chair Rogers, Staff Adair, and Director Osburn responded to public comment.

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

Recommendation: Information Only.

Staff Adair reported.

Committee Members provided comments and feedback.

Assistant City Manager Dunston responded to Committee Member inquiries.

Chair Rogers opened public comment at 10:44 a.m.

Gig Hitao asked about the City's definitions of "small business" or "entrepreneur."

Charles Evans spoke regarding the City's permitting practices and fees.

Chair Rogers closed public comment at 10:47 a.m.

Staff Adair responded to public comment.

- 7.4** 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.

Chair Rogers opened and closed public comment at 11:00 a.m.

7.5

Community Investment Update

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

Recommendation: Information Only

Staff Adair and Assistant City Manager Dunston reported.

Committee Members offered comments and feedback.

Chair Rogers opened public comment at 11:15 a.m.

Gig Hitao spoke about wanting to eliminate parking tickets.

Charles Evants proposed issuing parking tickets as credits to parking garages.

Chair Rogers closed public comment at 11:18 a.m.

7.6

KPI Tracking

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

Recommendation: Information Only.

Staff Adair presented.

Committee Members offered comments and feedback.

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

Chair Rogers opened public comment at 11:28 a.m.

Gig Hitao spoke regarding the complexity of different economic indicators.

Chair Rogers closed public comment at 11:31 a.m.

- 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

Staff Adair presented.

Committee Members provided comments and feedback.

Assistant City Manager Dunston and Director Osburn responded to Committee Member inquiries.

Chair Rogers opened public comment at 11:42 a.m.

Charles Evans spoke in favor of the proposed program.

Chair Rogers closed public comment at 11:43 a.m.

8. MATTERS HELD IN COMMITTEE

None.

9. DEPARTMENT REPORTS

Staff Adair reported on the overall goals and vision for the Economic Development Division.

Committee Members provided comments and feedback.

Chair Rogers opened public comment at 11:46 a.m.

Gig Hitao thanked the Committee.

Chair Rogers closed public comment at 11:46 a.m.

10. ADJOURNMENT

Chair Rogers adjourned the meeting at 11:46 a.m.