



## **City of Santa Rosa**

City Hall, Council  
Chamber  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

### **ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL FEBRUARY 9, 2026**

**9:00 A.M.**

**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 COUNCIL CHAMBERS LOCATED AT 100 SANTA  
ROSA AVENUE .**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE AT:**

- 1. [HTTPS://SANTA-ROSA.LEGISTAR.COM/CALENDAR](https://santa-rosa.legistar.com/calendar).  
CLICK ON THE "IN PROGRESS" LINK TO VIEW;**
- 2. VIA ZOOM WEBINAR BY VISITING  
[HTTPS://SRCITY-ORG.ZOOM.US/J/85693623741](https://srcity-org.zoom.us/j/85693623741),**
- OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 856 9362  
3741;**
- 3. COMCAST CHANNEL 28, AT&T U-VERSE CHANNEL 99; AND**
- 4. VIA YOUTUBE AT [HTTPS://WWW.YOUTUBE.COM/CITYOFSANTAROSA](https://www.youtube.com/cityofsantarosa)**

**IN THE EVENT A BOARD MEMBER PARTICIPATES REMOTELY BASED  
ON JUST CAUSE UNDER THE BROWN ACT, THE CITY WILL ALLOW  
FOR PUBLIC COMMENT THROUGH THE ZOOM LINK OR DIAL-IN  
NUMBER ABOVE.**

**9:00 A.M.**

- 1. CALL TO ORDER AND ROLL CALL**
- 2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)**

This time is reserved for any Subcommittee Member to announce remote

participation under the “Just Cause” provision of Government Code Section 54953.8.

### **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 - December 8, 2025.

**Attachments:** [Draft Minutes - December 8, 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 of this subcommittee. 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. PRESENTATIONS**

### **9. PARTNER REPORTS**

### **10. ACTION ITEMS**

### **11. 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.

**11.1** Receive an update and demonstration on the New Business Concierge Portal - a component of the virtual One-Stop-Shop initiative. Provide staff with feedback.

Recommended Action: Discussion Item.

**11.2** Receive an update and report on Economic Development Strategic Plan initiatives and projects - One-Stop Shop, Ross Street Pilot, New Commercial Renter Program, Creative Corridor, In-Home Childcare Guide, Tourism Strategic Plan and SRTBIA.

Recommended Action: Information Only.

**Attachments:** [In-Home Childcare Guide 2025](#)

**11.3** Receive an update and report on Planning projects which directly align with the Economic Development Strategic Plan - Entertainment Zones and Use Permit Process.

Recommended Action: Information Only.

**11.4** Receive an update and report on sign permitting, application and approval processes for businesses. Provide staff with feedback.

Recommended Action: Discussion Item.

**11.5** Receive a report on Art and Culture initiatives and event policy development.

Recommended Action: Informational Only.

**Attachments:** [Presentation](#)

## **12. OTHER UPDATES**

## **13. COMMITTEE ASSIGNMENTS**

## **14. FUTURE AGENDA ITEMS**

## **15. ADJOURNMENT**

The City of Santa Rosa does not discriminate against individuals (including member(s) of a legislative body) with disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Recording Secretary at (707) 543-3084 (TTY Relay at 711) or [jareynolds@srcity.org](mailto:jareynolds@srcity.org). The e-mail subject line should read "ADA Accommodation Request" or "Language Assistance" and the email should include your name, address, telephone number, and a description of the request. If the request is received at least seven (7) business days prior to the board meeting, the copy shall be provided no later than two (2) business days prior to the board meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.

**Economic Development  
Subcommittee**

**- FINAL**

**FEBRUARY 9, 2026**

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