



City of Santa Rosa

637 First Street,
Santa Rosa, CA

ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL SEPTEMBER 10, 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. ANNOUNCEMENTS

- 3.1** Introduction of Scott Adair, new Chief Economic Development Officer, by Director Gabe Osburn.

4. APPROVAL OF MINUTES

4.1 July 9, 2024 - Draft Minutes.

Attachments: [July 9, 2024 - Draft Minutes](#)

5. 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.

6. NEW BUSINESS

6.1 EIFD Update

Director Osburn will give an update on the Enhanced Infrastructure Financing District.

RECOMMENDATION: Information and Discussion.

Attachments: [ADDED Presentation](#)
[Late Correspondence as of 09.09.24](#)

6.2 DAO Update

Cadance Allinson will give an update on the Downtown Action Organization

RECOMMENDATION: Information and Discussion.

6.3 Current Interest Rate, Labor, and Vacancy Update

Chief Officer Adair will give an update.

RECOMMENDATION: Information Only

6.4 Asawa Fountain Project Update

Arts and Culture Coordinator Meredith Knudsen will give an update on the status of the Asawa Fountain project.

RECOMMENDATION: Information only.

6.5 Events Update

Arts and Culture Coordinator Knudsen will present information

regarding event marketing and the upcoming event support deadline.

RECOMMENDATION: Information only.

6.6

KPI Tracking

Discussion of which Key Performance Indicators staff should be most closely tracking and reporting on regularly.

RECOMMENDATION: Discussion only.

7. MATTERS HELD IN COMMITTEE

8. 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.

9. 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>.