



City of Santa Rosa

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

City Council Regular Meeting Minutes - Draft

Tuesday, November 4, 2025

1:00 PM

1. CALL TO ORDER AND ROLL CALL

Mayor Stapp called the meeting to order at approximately 2:15 p.m.

Due to wide-spread PG&E service disruption in the City, the initial portion of meeting recording and Zoom viewing was interrupted but was re-established by the conclusion of closed session.

In-person interpreters were available in Council Chamber and Spanish interpretation was broadcast to the City of Santa Rosa's YouTube Channel.

Present: 6 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Victoria Fleming, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 1 - Vice Mayor Eddie Alvarez

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

3. ANNOUNCEMENT OF CLOSED SESSION ITEMS

Mayor Stapp recessed the meeting to closed session at approximately 2:05 p.m. to discuss Items 3.1 through 3.4 as listed on the agenda.

Present: 6 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Victoria Fleming, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 1 - Vice Mayor Eddie Alvarez

3.1 PUBLIC EMPLOYMENT

(Government Code Section 54957)

Titles: City Manager and Interim City Manager

This item was received and filed.

3.2 CONFERENCE WITH LABOR NEGOTIATOR

(Government Code Section 54957.6)

Agency Designated Representative: Human Resources Director
Unrepresented Employee: Interim City Manager

This item was received and filed.

3.3 CONFERENCE WITH LABOR NEGOTIATOR
(Government Code Section 54957.6)

Agency Designated Representative: Mayor
Unrepresented Employee: City Manager

This item was received and filed.

3.4 CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION
(Paragraph (1) of subdivision (d) of Government Code Section 54956.9)

Name of Case: Application of the City of Santa Rosa for Approval to Construct a Public Pedestrian and Bicycle At-Grade Crossing of the Sonoma-Marín Area Rail Transit (“SMART”) Track at Jennings Avenue Located in Santa Rosa, Sonoma County, State of California.
Application No.: A.15-05-014 before the California Public Utilities Commission

This item was received and filed.

Mayor Stapp adjourned closed session at approximately 4:06 p.m. and reconvened to the regular session at approximately 4:12 p.m.

4. STUDY SESSION

4.1 BENNETT VALLEY GOLF COURSE FEES - DYNAMIC PRICING

The City Manager’s Office recommends that the Council consider and provide feedback on the Dynamic Pricing model for non-resident golf fees at the Bennett Valley Golf Course. This item has no impact on current fiscal year budget.

Jason Nutt, Assistant City Manager, James Birchall, Vice President of Operations - Kemper Sports, and Greg Anderson, General Manager - Bennett Valley Golf Course, presented and answered questions from Council.

PUBLIC COMMENTS:

Fred Allebach spoke in opposition to dynamic pricing.

5. ANNOUNCEMENT OF ROLL CALL (IF NEEDED)

6. REPORT, IF ANY, ON STUDY AND CLOSED SESSIONS

Autumn Luna, Chief Assistant City Attorney reported that there was no reportable action from closed session.

7. PROCLAMATIONS/PRESENTATIONS - NONE.

8. STAFF BRIEFINGS

8.1 COMMUNITY EMPOWERMENT PLAN UPDATE

This is a standing item on the agenda. No action will be taken except for possible direction to staff.

Ana Horta, Community Engagement Manager, provided a brief report on recent and upcoming engagement events.

No public comments were made.

This item was received and filed.

9. CITY MANAGER'S/CITY ATTORNEY'S REPORTS

Maraskeshia Smith, City Manager, reported that impacted community members can go to Getfood.refb.org to receive food during benefit interruption, and there will be more information from the City regarding additional foodbanks throughout Santa Rosa and the County to assist during interruption, Santa Rosa is the first city in California that has earned the Charging Smart go-designation for electric vehicles from the National Charging Smart program, and the Bike-Ped overcrossing has been released.

Autumn Luna, Chief Assistant City Attorney had no report.

PUBLIC COMMENTS:

Janice Karrman spoke off topic.

10. STATEMENTS OF ABSTENTION/RECUSAL BY COUNCIL MEMBERS

There were no statements of abstention or recusal.

11. MAYOR'S/COUNCIL MEMBERS' REPORTS

Council Member Rogers reported on the SRPD Trunk or Treat event on October 31, and invited the community to the Veteran's celebration on November 11 at City Hall starting at 10:30 a.m.

Council Member Banuelos announced the appointment of Pam Rivas to the Board of Parks and Recreation.

Council Member MacDonald reported on recent attendance at the Sonoma Family Meal fundraising event and the SRPD Trunk or Treat event.

PUBLIC COMMENTS:

Peter Alexander spoke on food insecurity in Sonoma County, veterans, the homeless, and other topics.

Janice Karrman spoke on the Long Term Financial Policy and Audit subcommittee, the presentation from the Information Technology department, and AI technology.

11.1 MAYOR'S/COUNCIL MEMBERS' SUBCOMMITTEE AND LIAISON REPORTS (AND POSSIBLE COUNCIL DIRECTION TO BOARD REPRESENTATIVE ON PENDING ISSUES, IF NEEDED)

11.1.1 Council Subcommittee Reports

Mayor Stapp provided a brief report on the recent Long Term Financial Policy and Audit Subcommittee meeting.

11.1.2 Sonoma County Transportation and Climate Authorities (SCTCA)

11.1.3 Sonoma County Water Agency (SCWA) - Water Advisory Committee

Mayor Stapp provided a brief report.

11.1.4 Association of Bay Area Governments (ABAG)

11.1.5 Sonoma County Agricultural Preservation and Open Space District Advisory Committee

11.1.6 Sonoma Clean Power Authority (SCPA)

11.1.7 Zero Waste Sonoma (formerly known as Sonoma County Waste Management Agency (SCWMA))

11.1.8 Groundwater Sustainability Agency (GSA)

Mayor Stapp provided a brief report.

11.1.9 Sonoma County Homeless Coalition

Council Member Banuelos provided a brief report.

11.1.10 Renewal Enterprise District (RED)

11.1.11 Public Safety Subcommittee

Council Member Okrepkie provided a brief report.

11.1.12 Other

12. APPROVAL OF MINUTES

No public comments were made.

12.1 October 14, 2025, Regular Meeting Minutes.

Approved as submitted.

12.2 October 21, 2025, Regular Meeting Minutes.

Approved as submitted.

13. CONSENT ITEMS

No public comments were made.

Approval of the Consent Agenda

A motion was made by Council Member MacDonald, seconded by Council Member Okrepkie, to waive reading of the text and adopt Consent Items 13.1 through 13.10. The motion carried by the following vote:

Yes: 5 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 2 - Vice Mayor Eddie Alvarez, and Council Member Victoria Fleming

13.1 MOTION - APPROVAL - ISSUANCE OF A PURCHASE ORDER FOR THE PURCHASE OF NETWORK HARDWARE

RECOMMENDATION: The Information Technology and Finance Departments recommend that the Council, by motion, approve the issuance of a Purchase Order for the purchase of replacement network hardware that has reached end-of-support, from Eyep Solutions, Inc., Cameron Park, California, utilizing cooperative purchasing through the NASPO Cooperative Contract AR3230, for a total not to exceed amount of \$170,704.42 and authorizes the Purchasing Agent to execute the Purchase Order. This item has no impact on current fiscal year budget.

This Consent - Motion was approved.

13.2 MOTION - AWARD F003120 PROFESSIONAL SERVICE AGREEMENT FOR VOIP PHONE SYSTEM IMPLEMENTATION AND SERVICES TO CERIUM NETWORKS, INC

RECOMMENDATION: The Information Technology and Finance Departments recommend that the Council, by motion, approve a five-year Professional Services Agreement, with five one-year extension options, to provide Voice over Internet Protocol (VoIP) Phone System implementation and services, to replace the current system which reaches end-of-support in December 2025, with Cerium Networks Inc., Spokane, Washington, in an amount of \$635,445.09, plus a \$125,000 contingency, and authorize the Chief Information Officer to make non-substantive changes to the Agreement, subject to approval by the City Attorney, and execute the Agreement. This item has no impact on current fiscal year budget.

This Consent - Motion was approved.

13.3 MOTION - SECOND AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT NUMBER F002776 WITH BURKE, WILLIAMS & SORENSEN, LLP FOR GENERAL MUNICIPAL LEGAL SERVICES

RECOMMENDATION: The City Attorney's Office recommends that the Council, by motion, approve the Second Amendment to Professional Services Agreement Number F002776 with Burke, Williams & Sorensen, LLP, San Francisco, California to increase compensation by

\$50,000 for a total contract amount not to exceed \$150,000 for continued general municipal legal services, and authorize the City Attorney to execute the amendment. This item has no impact on current fiscal year budget.

This Consent - Motion was approved.

- 13.4** MOTION - APPROVAL OF SECOND AMENDMENT TO BLANKET PURCHASE ORDER NUMBER 171735 WITH CREAM'S TOWING, INC.

RECOMMENDATION: The Transportation and Public Works and Finance Departments recommend that the Council, by motion, approve the Second Amendment to Blanket Purchase Order Number 171735 with Cream's Towing, Inc. of Santa Rosa, California to extend the term for one year and increase compensation in the amount of \$50,000, for a total contract not to exceed \$150,000, and authorize the Purchasing Agent to make non-substantive changes to the Blanket Purchase Order and execute the Amendment. This item has no impact on current fiscal year budget.

This Consent - Motion was approved.

- 13.5** MOTION - APPROVAL OF THE FIRST AMENDMENT TO THE COOPERATIVE PURCHASE OF DIGITAL HEALTH DEPARTMENT (DHD) SOFTWARE FROM TYLER TECHNOLOGIES, INC. TO UPDATE AND MODERNIZE FIRE INSPECTION SOFTWARE

RECOMMENDATION: The Fire Department recommends that the Council, by motion, approve the first amendment to the cooperative purchase Agreement Number F002475 with Tyler Technologies, Inc., Plano, Texas for the Enterprise software in the amount of \$200,843, for a total contract not to exceed amount of \$390,388 and authorize the City Manager to make non-substantive changes to the Amendment, subject to approval by the City Attorney, and execute the Amendment. This item has no impact on current fiscal year budget.

This Consent - Motion was approved.

- 13.6** RESOLUTION - DECLARATION OF 1942 ROSE AVENUE AS EXEMPT SURPLUS

RECOMMENDATION: The Transportation and Public Works

Department recommends that the Council, by resolution, supersede and replace Resolution No. RES-2023-213 and declare, pursuant to Government Code Section 54221, the City-owned parcel located at 1942 Rose Avenue, APN 125-191-001 ("Property") as exempt surplus and authorize the City Manager or their designee to convey the Property to an adjacent property owner by bid procedure as set out in Council Policy 000-10. This item has no impact on current fiscal year budget.

This Consent - Resolution was adopted.

RESOLUTION NO. RES-2025-174 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA SUPERSEDING AND REPLACING RESOLUTION NO. 2023-213 AND DECLARING PURSUANT TO GOVERNMENT CODE SECTION 54221 THAT REAL PROPERTY OWNED BY THE CITY LOCATED AT 1942 ROSE AVENUE, SANTA ROSA, CALIFORNIA IS EXEMPT SURPLUS LAND

13.7 RESOLUTION - APPROVE SUMMARY VACATION OF PORTIONS OF PUBLIC SERVICE EASEMENTS FOLLOWING COMPLETION OF LONG DRIVE AND VICINITY SEWER AND WATER IMPROVEMENTS PROJECT

RECOMMENDATION: The Water Department, Transportation and Public Works Department and Real Estate Services recommend that the City Council, by two separate resolutions, approve summarily vacating unused public service easements on four parcels located at 2771 4th Street, 190 Farmers Lane, 2777 4th Street and 1945 Long Drive, Santa Rosa, California (Assessor Parcel Numbers 181-190-004, 181-180-001 & -002, 181-190-007 and 181-190-001, respectively); and authorize the Assistant City Manager to make non-substantive changes to the vacation documents, subject to approval by the City Attorney, and execute the vacation documents. This item has no impact on current fiscal year budget.

These Consent - Resolutions were adopted.

RESOLUTION NO. RES-2025-175 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING SUMMARY VACATION OF PORTIONS OF PUBLIC SERVICE EASEMENTS LOCATED AT 2771 4TH STREET, 190 FARMERS LANE, AND 2777 4TH STREET FOLLOWING COMPLETION OF LONG DRIVE AND VICINITY SEWER AND

WATER IMPROVEMENTS PROJECT

RESOLUTION NO. RES-2025-176 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE SUMMARY VACATION OF AN APPROXIMATELY 3,657 SQUARE-FOOT PUBLIC SERVICE EASEMENT

- 13.8** RESOLUTION - APPROVAL OF GRANT OF EASEMENT TO PG&E OVER A PORTION OF CITY OWNED PROPERTY LOCATED AT 700 5TH STREET, APN 009-012-025

RECOMMENDATION: The Finance Department and Real Estate Services recommend that the Council, by resolution, supersede Resolution No. RES-2025-076, approve a grant of easement to Pacific Gas and Electric Company ("PG&E") over a portion of City owned property located at 700 5th Street, Santa Rosa, APN 009-012-025, commonly known as Lot 10, and authorize the Assistant City Manager to make non-substantive changes to the Easement Deed, subject to approval by the City Attorney, and execute the Easement Deed. This item has no impact on current fiscal year budget.

This Consent - Resolution was adopted.

RESOLUTION NO. RES-2025-177 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA SUPERSEDING RESOLUTION NO. RES-2025-076 AND APPROVING THE GRANT OF EASEMENT TO PG&E OVER A PORTION OF CITY OWNED PROPERTY LOCATED AT 700 5TH STREET, APN 009-012-025

- 13.9** RESOLUTION - REVENUE ANALYSIS AND SUPPORT SERVICES

RECOMMENDATION: The Finance Department recommends that the Council, by resolution: 1) approve a split bid award for RFPO #R165926 of two (2) five-year Professional Services Agreements, to A) provide Property Tax Review with HdL Coren & Cone, Brea, California for the amount of \$29,000 per year under contract #F003098 including one (1) five-year renewal option and B) to provide revenue analysis support services with Hinderliter de Llamas and Associates (HdL), Brea, California under contract #F003099 including one (1) five-year renewal option, in a total amount not to exceed \$150,000 per year; and 2) delegate authority to the Chief Financial Officer to negotiate and execute the Agreement, subject to approval by the City Attorney. This

item has no impact on current fiscal year budget.

This Consent - Resolution was adopted.

RESOLUTION NO. RES-2025-178 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING MULTIPLE BID AWARDS - PROFESSIONAL SERVICES AGREEMENT FOR REVENUE ANALYSIS AND SUPPORT SERVICES

13.10 ORDINANCE ADOPTION SECOND READING - ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA AMENDING SANTA ROSA CITY CODE SECTIONS 6-20.020 - DEFINITIONS, 6-20.140 - SUSPENSION OF REVOCATION OF LICENSE, AND 6-20.260 - APPEAL PROCEDURE

RECOMMENDATION: The City Manager's Office recommends that the Council approve the second reading and adopt an ordinance previously adopted by Council on August 6, 2024, to make minor procedural amendments to Chapter 6-20 of the City Code to clarify the appeals processes for Tobacco Retail Licenses. This ordinance, introduced at the October 21, 2025, Regular Meeting, passed by a 7-0-0-0 vote.

This Consent - Ordinance was adopted on second reading.

ORDINANCE NO. ORD-2025-013 ENTITLED: ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA AMENDING SANTA ROSA CITY CODE SECTIONS 6-20.020 - DEFINITIONS, 6-20.140 - SUSPENSION OF REVOCATION OF LICENSE, AND 6-20.260 - APPEAL PROCEDURE

14. PUBLIC COMMENT ON NON-AGENDA MATTERS

Peter Alexander spoke on homeless funding, veterans, and other topics.

Nate Coogan spoke on code compliance confusion.

Rebecca spoke on impacts of homeless persons on the small businesses and neighbors on Wilson St.

Janice Karrman spoke on clear cutting and concrete and asphalt in the neighborhood.

LATE CORRESPONDENCE

16. PUBLIC HEARINGS

16.1 PUBLIC HEARING - GENERAL PLAN 2050 MUNICIPAL CODE AND ZONING MAP IMPLEMENTATION

BACKGROUND: In June 2025, the City Council adopted the General Plan 2050, which establishes a long-term vision for Santa Rosa's physical development. Implementation of the General Plan occurs through multiple avenues, including the review of new development projects, guidance for City staff work plans, and direction for public investments in infrastructure and facilities. In addition to these tools, amendments to the Municipal Code, Zoning Code, and Zoning Map are necessary to fully align the City's regulatory framework with the General Plan. The proposed Municipal and Zoning Code and Map amendments serve to codify policies and land use changes already established in the General Plan 2050. This package includes a Zoning Code text amendment to create the Missing Middle Housing (MMH) Combining District, along with a rezoning action to apply the MMH Combining District to 1,991 parcels. In addition, as required by State law, 2,089 parcels citywide are proposed to be rezoned to ensure consistency between zoning designations and the General Plan land use map. Additional amendments include updates to Title 18 - Buildings and Construction to streamline permitting for electric vehicle charging infrastructure; revisions to Title 19 - Park and Recreation Land and Fees to align park dedication and improvement requirements with General Plan policies; and the elimination of the Growth Management Ordinance in Title 21, which was removed from the General Plan 2050 to better support the City's housing production goals.

RECOMMENDATION: The Planning Commission and the Planning and Economic Development Department recommend that the Council introduce three ordinances to 1) amend Municipal Code Titles 18, 19, 20 and 21 to implement the General Plan 2050; 2) rezone 2,089 properties to implement the existing General Plan land use designation; and 3) rezone 1,991 properties to add the Missing Middle Housing Combining District; and direct staff to bring forward a General Plan land use amendment to resolve General Plan land use and zoning inconsistencies for certain properties within the City. This item has no impact on current fiscal year budget.

Gabe Osburn, Director - Planning and Economic Development, and Amy Nicholson, Supervising Planner, presented and answered questions from Council.

Mayor Stapp opened the public hearing at 5:52 p.m.

Fred Alleback spoke in support of the item.

Abby Arnold spoke in support of the item.

Richard Lane expressed satisfaction on sections of the General Plan and concern that the plan does not address SB1123.

Craig Keehn expressed concerns regarding Dennis Lane and that the plan does not address SB1123.

Calum Weeks spoke in support of the item.

Matt Mullan spoke in support of the item.

Stephanie, Deputy Director - Generation Housing spoke in support of the item.

Gwen Riddell requested DeTurk Commons be removed from rezoning proposal.

Pam Frasca, Parker Drive area, requested that those living adjacent to Parker Drive retain their current zoning.

Kevin Anderson spoke in support of the item but asked for additional consideration regarding the removal of DeTurk Commons from the rezoning proposal.

Peter Alexander spoke on the item.

Al Stavola, Kingwood Street, expressed concerns on the item and how it impacts his property value.

Brad Childs, Parker Drive area, spoke in support of the item.

Armando Cruz expressed concerns for parking issues on Link Lane.

Scott Stevenson expressed concerns regarding DeTurk Commons.

Alex expressed concerns for West Ninth and Link Lane.

Greg Nash, Parker Drive resident, spoke in support of the item.

Unidentified spoke in support of the item.

Ana expressed concerns on the item.

Mayor Stapp closed the public hearing at 6:32 p.m.

A motion was made by Council Member Fleming, seconded by Council Member Rogers, to waive reading of the text and introduce ordinances entitled:

ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA AMENDING TITLES 18, 19, 20, AND 21 OF THE MUNICIPAL CODE TO IMPLEMENT THE GENERAL PLAN 2050 AND ADD MISSING MIDDLE HOUSING REGULATIONS - FILE NUMBER PLN25- 0393

ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA REZONING 2,089 PROPERTIES TO IMPLEMENT THE EXISTING GENERAL PLAN LAND USE DESIGNATION - FILE NUMBER PLN25-0393

ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA REZONING 1,991 PROPERTIES TO ADD THE MISSING MIDDLE HOUSING COMBINING DISTRICT - FILE NUMBER PLN25-0393 as amended

and direct staff to bring forward a General Plan land use amendment to resolve General Plan land use and zoning inconsistencies for certain properties within the City. The motion carried by the following vote:

Yes: 6 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Victoria Fleming, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 1 - Vice Mayor Eddie Alvarez

16.2 PUBLIC HEARING - DEVELOPMENT RELATED COST OF SERVICE FEE UPDATE

BACKGROUND: In June of 2022, the Planning and Economic Development Department contracted with MGT Consulting Group to conduct a cost-of-service study evaluating the full labor and indirect costs of providing development review services. On March 5, 2024, the City Council adopted a comprehensive update to the Development Services Fee Schedule based on MGT's findings and approved several fee subsidies and reductions to advance City development goals and encourage participation in public health, safety, and appeal processes. Over the past year, the Department has gathered community feedback on the adopted fees and developed a series of minor amendments to address this input and better align fees with current review times. Staff recommends that all fees continue to adjust annually on July 1st in accordance with changes in the Consumer Price Index (CPI). Proposed fee amendments will take effect 60 days from the date of resolution adoption.

RECOMMENDATION: The Planning and Economic Development Department recommends that the Council, by resolution: 1) adopt the proposed adjustments to certain development service fees; and 2) authorize the Planning and Economic Development Director to adjust all fee types identified within Exhibit A of the accompanying resolution on July 1st of each year based on price changes as identified by the Consumer Price Index.

Gabe Osburn, Director, Planning and Economic Development, presented.

Mayor Stapp opened the public hearing at 7:17 p.m. and seeing no public comments closed the public hearing at 7:17 p.m.

A motion was made by Council Member Rogers, seconded by Council Member Okrepkie, to waive reading of the text and adopt

RESOLUTION NO. RES-2025-179 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING NEW AND AMENDED

DEVELOPMENT RELATED SERVICE FEES.

The motion carried by the following vote:

Yes: 6 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Victoria Fleming, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 1 - Vice Mayor Eddie Alvarez

16.3 PUBLIC HEARING - DOWNTOWN SANTA ROSA PARKING AND RATE ADJUSTMENT

BACKGROUND: The purpose of this action is to follow up on the Study Session from September 9, 2025, and approve the new and revised fee schedule recommended by the Finance Department.

RECOMMENDATION: The Finance Department recommends that the Council, by resolution, approve the proposed new and revised fee schedule for the Parking District impacting all on-street and off-street parking that includes hourly and monthly fees.

Chad Hedge, Parking Manager, and Tania Cordova, Administrative Analyst - Parking, presented and answered questions from Council.

Mayor Stapp opened the public hearing at 7:32 p.m. and seeing no public comments closed the public hearing at 7:32 p.m.

A motion was made by Council Member Bañuelos, seconded by Council Member Rogers, to waive reading of the text and adopt

RESOLUTION NO. RES-2025-180 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE PROPOSED NEW AND REVISED FEE SCHEDULE FOR THE PARKING DISTRICT IMPACTING ALL ON-STREET AND OFF-STREET PARKING.

The motion carried by the following vote:

Yes: 6 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Victoria Fleming, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 1 - Vice Mayor Eddie Alvarez

15. REPORT ITEMS

15.1 REPORT - ADOPTION OF 2024 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT, BUDGET AND FUTURE WORK PLAN, AND CONTINUATION OF THE ANNUAL ASSESSMENT ON SANTA ROSA LODGING BUSINESSES

BACKGROUND: The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established by City Council in 2010 to fund programs and activities that promote tourism and support local lodging establishments. A 3% assessment is collected from overnight guests at Santa Rosa hotels, with revenues dedicated to marketing and tourism efforts that encourage overnight stays. After a 2% administrative fee, 30% of the remaining funds are managed by the City's Economic Development Division and 70% are directed to the Santa Rosa Metro Chamber for tourism services and welcome center operations. The SRTBIA Advisory Board, appointed by Council, provides recommendations on fund expenditures and prepares an Annual Report detailing activities, costs, and benefits to the Area, which the Council adopts each year.

RECOMMENDATION: The Planning and Economic Development Department recommends that the Council, by resolution, approve the 2024 Santa Rosa Tourism Business Improvement Area (SRTBIA) Annual Report, Budget and future Work Plan and the continuation of the annual assessment on Santa Rosa lodging businesses as further defined in § 6-56.300 et seq, in City of Santa Rosa code. This item has no impact on current fiscal year budget.

Scott Adair - Chief Economic Development Officer - Planning and Economic Development, presented and answered questions from Council.

No public comments were made.

A motion was made by Council Member Okrepkie, seconded by Council Member Fleming, to waive reading of the text and adopt

RESOLUTION NO. RES-2025-181 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING THE 2024 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT, ADOPTING THE BUDGET AND FUTURE WORK PLAN, AND APPROVING THE CONTINUATION OF THE ANNUAL ASSESSMENT ON SANTA ROSA

LODGING BUSINESSES.

The motion carried by the following vote:

Yes: 6 - Mayor Mark Stapp, Council Member Caroline Bañuelos, Council Member Victoria Fleming, Council Member Dianna MacDonald, Council Member Jeff Okrepkie, and Council Member Natalie Rogers

Absent: 1 - Vice Mayor Eddie Alvarez

17. WRITTEN COMMUNICATIONS

- 17.1 QUARTERLY BOARDS, COMMISSIONS AND COMMITTEES
ATTENDANCE REPORT. Provided for information.

This item was received and filed.

18. PUBLIC COMMENT ON NON-AGENDA MATTERS

Unidentified spoke on recent request for an ADU permit.

19. ANNOUNCEMENT OF CONTINUED CLOSED SESSION ITEMS, RECESS TO CLOSED SESSION IN THE MAYOR'S CONFERENCE ROOM, RECONVENE TO OPEN SESSION, AND ANNOUNCEMENTS [IF NEEDED]

20. ADJOURNMENT OF MEETING

Mayor Stapp adjourned the meeting at 7:47p.m. The next regularly scheduled meeting will be held on November 18, 2025, at a time to be set by the Mayor.

21. UPCOMING MEETINGS

- 21.1 UPCOMING MEETINGS LIST

Approved on:

Dina Manis
City Clerk