



## **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 AUGUST 11, 2025**

**9:00 AM**

**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/82568181888](https://srcity-org.zoom.us/j/82568181888),**

**OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 825 6818  
1888;**

**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 OR EMERGENCY CIRCUMSTANCES  
PURSUANT TO AB 2449, THE CITY WILL ALSO ALLOW FOR PUBLIC  
COMMENT THROUGH THE ZOOM LINK OR DIAL-IN NUMBER ABOVE.**

**9:00 AM**

**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 Draft minutes - June 9, 2025.

**Attachments:** [Draft Minutes - June 9, 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. 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. PARTNER REPORTS**

8.1 Sales Tax Overview Report

Staff from the City of Santa Rosa Finance Department will give an overview of how sales tax works in Santa Rosa.

Recommended Action: Information Only..

### **9. DEPARTMENT REPORTS**

9.1 Economic Development Strategy Implementation Plan Update

Economic Development staff will provide an update on the implementation plan for the Council-adopted Economic Development Strategy and progress made since the last subcommittee meeting.

Recommended Action: Information and Discussion.

**Economic Development  
Subcommittee**

**- FINAL**

**AUGUST 11, 2025**

---

**9.2** Metrics and Indicators: Draft Quarterly Economic Report

Economic Development Staff will present a final draft of the quarterly Economic Development Report for the subcommittee's review.

Recommended Action: Information and Discussion.

**Attachments:** [Quarterly Report - July 2025 DRAFT](#)

**9.3** Vacant Space Activation: Rank and Review Options

Economic Development staff will present options for activating vacant spaces to the Subcommittee for them to rank and review.

Recommended Action: Information and Discussion.

**9.4** Entertainment Zones

Staff will provide an update on Entertainment Zones and receive feedback from the Committee.

Recommended Action: Information and Discussion.

**9.5** Program Updates

- a. Business Attraction, Retention and Expansion Update.
- b. Entrepreneurship and Small Business Update.
- c. Economic Vibrancy and Resiliency Update (Events).
- d. Community Investment Update (Art & Culture).

Economic Development staff will provide general updates on other programs and initiatives as related to the categories defined in the Council-adopted Economic Development Strategy.

Recommended Action: Information Only.

**9.6** Other Updates or Announcements

Economic Development staff will provide other relevant updates or announcements to Economic Development Subcommittee.

Recommended Action: Information Only.

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

## **10. FUTURE AGENDA ITEMS**

## **11. 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/1400>.