



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

Monday, August 11, 2025

9:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Okrepkie called the meeting to order at 9:03 am.

Rollcall

Present: 2 - Chair Jeff Okrepkie, and Council Member Victoria Fleming

Absent: 1 - Committee Member Eddie Alvarez

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. MODIFICATIONS TO AGENDA

None.

4. ANNOUNCEMENTS

None.

5. APPROVAL OF MINUTES

5.1 Draft minutes - June 9, 2025.

Approved as submitted.

Chair Okrepkie opened and closed public comment.

6. PUBLIC COMMENTS

Chair Okrepkie opened and closed public comment.

7. MATTERS HELD IN COMMITTEE

None.

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..

Scott Wagner, Deputy Director of Finance, presented.

Staff responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

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.

Rachel Beer, Program Analyst, presented.

Chair Okrepkie opened and closed public comment.

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.

Scott Adair, Chief Economic Development Officer, and staff Beer presented.

Committee Members provided comments and feedback.

Chair Okrepkie opened and closed public comment.

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.

Staff Adair presented.

Staff responded to Committee Member inquiries.

Chair Okrepkie opened public comment.

AJ Trombetta provided comments.

Chair Okrepkie closed public comment.

Committee Members provided comments and feedback.

9.4 Entertainment Zones

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

Recommended Action: Information and Discussion.

Director of Planning and Economic Development Gabe Osburn reported.

Staff responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

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.

Staff Adair presented.

Chair Okrepkie opened public comment.

Gig Hitao provided comments.

Chair Okrepkie closed public comment.

Committee Members provided comments and feedback.

9.6 Other Updates or Announcements

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

Recommended Action: Information Only.

Staff Adair reported.

Chair Okrepkie opened and closed public comment.

10. FUTURE AGENDA ITEMS

Staff Adair and Osburn discussed possible future agenda items and staff presentations.

Chair Okrepkie opened and closed public comment.

11. ADJOURNMENT

Chair Okrepkie adjourned the meeting at 10:41 am.

Approved on: October 13, 2025

/s Jack Reynolds, Recording Secretary