



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 OCTOBER 13, 2025

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/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 A.M.

- 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 - August 11, 2025.

Attachments: [Draft Minutes - August 11, 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 Presentation: Local Preference Policy and Purchasing Overview

Receive a report out and presentation on the City of Santa Rosa's Local Preference Policy and other purchasing procedures from the Finance team.

Recommended Action: Discussion

Attachments: [Presentation](#)

9. DEPARTMENT REPORTS

9.1 Target Industries List

Receive a draft copy of the Target Industries list for the 2026 Business

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Recruitment plan from the Economic Development Division and provide staff with feedback.

Recommended Action: Discussion

Attachments: [Santa Rosa 2026 Business Recruitment Plan Target Indus](#)

9.2 Annual District Survey Results

Receive a staff report on the Annual District Survey Results from the Economic Development Division.

Recommended Action: Discussion

Attachments: [Annual District Survey Results](#)

9.3 Downtown Infill Housing Economic and Fiscal Impact Study - Close Out Report

Receive update and copy of close out report for the Downtown Infill Housing Economic and Fiscal Impact Study.

Recommended Action: Informational

Attachments: [Downtown Infill Housing Economic and Fiscal Impact Study](#)

9.4 Second Sundays

Receive update and copy of close out report for Second Sundays.

Recommended Action: Informational

Attachments: [Second Sundays 2025 Close Out Report](#)

9.5 Business Concierge Program

Receive update and copy of six-month progress report for the Business Concierge Program.

Recommended Action: Informational

Attachments: [Small Business Concierge Program - 6-Month Report](#)

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9.6 Art & Culture initiatives

Receive update from staff on various Art and Culture initiatives.

Recommended Action: Informational

9.7 Other Updates and Announcements

Receive other updates and announcements related to:

- United Soccer League (USL)
- Asawa panels
- Findings on fountain placement in courthouse square
- Permit process improvements (Director Level Permit)
- Entertainment Zone due diligence
- Conversations with childcare partners
- Quarterly Report online

Recommended Action: Informational

Attachments: [Santa Rosa Childcare One Sheet Report](#)
[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 (TTY Relay at 711) one week prior to the meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.