



City of Santa Rosa

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

Economic Development Subcommittee Regular Meeting Minutes - Final

Monday, October 13, 2025

9:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Okrepkie called the meeting to order at 9:01 am.

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 - August 11, 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 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

Deputy Director of Finance Scott Wagner and Purchasing Agent Jennifer Myles 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 Target Industries List

Receive a draft copy of the Target Industries list for the 2026 Business Recruitment plan from the Economic Development Division and provide staff with feedback.

Recommended Action: Discussion

Chief Economic Development Officer Scott Adair presented

Staff responded to Committee Member inquiries.

Chair Okrepkie opened public comment.

Janice Karrman provided comments.

Chair Okrepkie closed public comment.

Committee Members provided comments and feedback.

9.2 Annual District Survey Results

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

Recommended Action: Discussion

Program Analyst Rachel Beer presented.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

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

Staff Adair presented.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

9.4 Second Sundays

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

Recommended Action: Informational

Staff Beer and Staff Adair presented.

Chair Okrepkie opened public comment.

Janice Karrman provided comments.

Cadance Allinson provided comments.

Chair Okrepkie closed public comment.

Committee Members provided comments and feedback.

9.5 Business Concierge Program

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

Recommended Action: Informational

Small Business Ombudsman Rafael Rivero and Staff Adair presented.

Staff responded to Committee Member inquiries.

Chair Okrepkie opened public comment.

Janice Karrman provided comments.

Cadance Allinson provided comments

Chair Okrepkie closed public comment.

Planning and Economic Development Director Gabe Osburn responded to Committee Member inquiries.

Committee Members provided comments and feedback.

9.6 Art & Culture initiatives

Receive update from staff on various Art and Culture initiatives.

Recommended Action: Informational

Arts and Culture Coordinator Meredith Knudsen presented.

Chair Okrepkie opened public comment.

Janice Karrman provided comments.

Cadance Allinson provided comments.

Chair Okrepkie closed public comment.

Committee Members provided comments and feedback.

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

Staff Adair, Staff Osburn, and Staff Knudsen presented.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

10. FUTURE AGENDA ITEMS

Chair Okrepkie proposed an agenda item regarding graffiti visible from the SMART train.

Staff Osburn provided comments regarding the proposed agenda item.

Chair Okrepkie opened public comment.

Janice Karrman provided comments.

Chair Okrepkie closed public comment.

11. ADJOURNMENT

Chair Okrepkie adjourned the meeting at 10:42 am.

Approved on: December 8, 2025

**/s Jack Reynolds,
Recording Secretary**