



# City of Santa Rosa

THE LARGE CONFERENCE  
ROOM, FIRST FLOOR,  
LOCATED AT 637 FIRST ST.,  
SANTA ROSA

## ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL NOVEMBER 14, 2023

**EFFECTIVE IMMEDIATELY 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 LARGE CONFERENCE ROOM, FIRST FLOOR, LOCATED AT 637 FIRST ST., SANTA ROSA (IT IS RECOMMENDED THAT SOCIAL DISTANCING BE OBSERVED).**

**THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE VIA ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/89992739908](https://srcity-org.zoom.us/j/89992739908), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 899 9273 9908.**

### 10:00 A.M. - REGULAR SESSION

#### 1. CALL TO ORDER AND ROLL CALL

#### 2. ANNOUNCEMENTS

#### 3. APPROVAL OF MINUTES

3.1 September 12, 2023 - Draft Minutes

**Attachments:** [September 12, 2023 - Draft Minutes](#)

#### 4. 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 three minutes.

#### 5. NEW BUSINESS

5.1 Introduction to the Economic and Fiscal Impacts of Downtown Housing Study

EPS, an economics of land use consulting firm, was commissioned to provide a quantitative assessment of potential benefits from downtown infill housing development. The study analyzed the fiscal impacts of new housing on the General Fund, economic benefits from resident spending and residential operations, and potential citywide job growth and economic activity from business expansion enabled by new downtown housing.

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

**5.2** Draft Economic Development Strategic Plan Discussion

This is a review of the goals, objectives and tactics of the draft plan, and an opportunity to fine tune and modify it as needed in advance of a December Council Study Session.

**Attachments:** [Draft Economic Development Strategic Plan](#)

**7. DEPARTMENT REPORTS**

This time is reserved for City staff to provide a briefing on issues of interest. No action will be taken on these matters except to possibly place a particular item on a future agenda for consideration.

**8. 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) 543-3226 (TTY Relay at 711) one week prior to the meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.