



## City of Santa Rosa

637 First Street,  
Santa Rosa, CA

### **ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL MARCH 12, 2024**

**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/82387172998](https://srcity-org.zoom.us/j/82387172998), OR  
BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 823 8717 2998**

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

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

#### **2. ANNOUNCEMENTS**

#### **3. APPROVAL OF MINUTES**

##### **3.1 January 9, 2024 - Draft Minutes**

**Attachments:** [January 9, 2024 - 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 Update on Economic Development Strategic Plan Review and discussion of the Economic Development Strategic Plan,**

**Economic Development  
Subcommittee**

**- FINAL**

**MARCH 12, 2024**

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including priority setting, implementation, metrics, monitoring, and evaluation.

RECOMMENDATION: Information and Discussion.

**5.2** Large Business Check-in meetings.

RECOMMENDATION: Discussion.

**5.3** General policy updates.

RECOMMENDATION: Discussion.

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