



City of Santa Rosa

Virtual Meeting - See Agenda
for Participation

DOWNTOWN SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL AUGUST 2, 2022

8:30 A.M.

PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND THE RECOMMENDATION OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA, THE DOWNTOWN SUBCOMMITTEE MEMBERS WILL BE PARTICIPATING IN THIS MEETING VIA ZOOM WEBINAR. MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING VIA ZOOM BY VISITING: [HTTPS://SRCITY-ORG.ZOOM.US/J/83787377593](https://srcity-org.zoom.us/j/83787377593), OR BY PHONE BY DIALING 888 475 4499 (TOLL FREE) AND ENTERING WEBINAR ID: 837 8737 7593.

Members of the public accessing the meeting through the Zoom link will be able to provide public comment on an agenda item at the time the Agenda Item is discussed during the Downtown Subcommittee meeting.

Public Comment can also be submitted by 5:00 pm on Monday, August 1, via e-mail at EconomicDevelopment@srcity.org and via recorded voice message at 707-543-3080. All written comments will be attached to the item for the review of the Subcommittee Members and the Public. Voicemail messages will be played (up to 3 minutes each) at the time that Agenda Item is discussed during the meeting of the Downtown Subcommittee.

If you have any questions regarding this meeting, please contact Eileen Cleary at ecleary@srcity.org.

1. CALL TO ORDER AND ROLL CALL

2. 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.

3. NEW BUSINESS

- 3.1** Downtown Housing Fee Incentives Update
Review of three Council downtown housing fee incentive resolutions. The resolutions do not expire but they do have an eligibility requirement that references "breaking ground" by August 2023. Staff will provide a status summary on the ordinances, their use to date, with particular focus on the park impact fee incentive.

Attachments: [CFF - Council Resolution RES-2018-167](#)
[Park Fees - Council Resolution RES-2018-168](#)
[Water-Wastewater Fees - Council Resolution RES-2018-169](#)

- 3.2** Sign Permit Update
- 3.3** Downtown Business Recruitment Program Development

4. WRITTEN UPDATES

- 4.1** Downtown Action Organization
Cadance Hinkle Allinson, Executive Director, Santa Rosa Downtown District

Attachments: [DAO - Written Report - 2022.08.02](#)

- 4.2** Railroad Square Association
Kris Wilson, Executive Director, Historic Railroad Square Association

Attachments: [RSA - Written Report - 2022.08.02](#)

- 4.3** Parking Program
Chad Hedge, Parking Manager

Attachments: [Parking - Written Report - 2022.08.02](#)

- 4.4** Special Event Permits
Tara Thompson, Arts & Culture Manager

Attachments: [Special Event Applications as of 7-28-22 - Written Report -](#)
[Special Events - SR Metro Chamber Blanket Permit Activity](#)

5. 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.

6. FUTURE AGENDA PLANNING

September:

Downtown Development Projects Dashboard Update

- Update on what planning for the dashboard, and what the timing is.

7. ADJOURNMENT

The City of Santa Rosa does not discriminate on the basis of disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Economic Development Administrative Secretary at (707) 543-3227 (TTY Relay at 711) or at ecleary@srcity.org. Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.