



## City of Santa Rosa

Virtual Meeting - See Agenda  
for Participation

### **ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL-REVISED MARCH 8, 2022**

**10:00 A.M.**

**Final Revised - The agenda was revised to include a presentation for Item 3.1 ARPA Funded Program: Updates on development of programs funded. Item 3.3 Discussion on Council Goals Related to Economic Development has been pulled from this agenda.**

PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND THE RECOMMENDATION OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA, ECONOMIC DEVELOPMENT SUBCOMMITTEE MEMBERS WILL BE PARTICIPATING IN THIS MEETING VIA ZOOM WEBINAR.

MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING VIRTUALLY AT: [HTTPS://SRCITY-ORG.ZOOM.US/J/84170343050](https://srcity-org.zoom.us/j/84170343050) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 841 7034 3050.

The public accessing the meeting through the Zoom link will be able to provide public comment on agenda item at the time the Agenda Item is discussed during the Economic Development Subcommittee meeting.

Public Comment can also be submitted by 5:00 pm, the Monday before the Economic Development Subcommittee meeting via e-mail at [EconomicDevelopment@srcity.org](mailto:EconomicDevelopment@srcity.org) and via recorded voice message at 707-543-3080. All comments 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 Economic Development Subcommittee.

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

#### **2. PUBLIC COMMENTS**

This is the time when any person may address matters not listed on this

**Economic Development  
Subcommittee**

**- FINAL-REVISED**

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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** ARPA Funded Program: Updates on development of programs funded through ARPA allocations, and anticipated timing of and process for program roll outs  
Presenter: Raissa de la Rosa, Economic Development Division Director

Qualified Census Tract Focused Business Tenant and Façade Improvement Program: Update on program elements - TI/FI; Mercado; parklets  
Presenters: Tara Thompson, Arts & Culture Manager; Rafael Rivero, Economic Development Specialist

Childcare Facility Fund and Child Savings Account Programs:  
Update on program elements and administration  
Presenter: Raissa de la Rosa, Economic Development Division Director

Guaranteed Basic Income:  
Update on program development and administration, estimated timing, and regional coordination; identification of touch points with Council; County involvement and next steps.  
Presenter: Raissa de la Rosa, Economic Development Division Director

**Attachments:** [Presentation - ARPA Program Updates 2022.03.08](#)

- 3.2** Out There Santa Rosa Relaunch Preview  
Presenter: Tara Thompson, Arts & Culture Manager
- 3.3** Discussion on Council Goals Related to Economic Development, the ED Strategic Plan, and Work Plan Development  
Presenter: Raissa de la Rosa. Economic Development Division Director

**4. 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.

## **5. 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](mailto:ecleary@srcity.org). Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.