



# City of Santa Rosa

VIRTUAL

## **ECONOMIC DEVELOPMENT SUBCOMMITTEE REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL-REVISED NOVEMBER 9, 2021**

**10:00AM**

**Final Revised Agenda - The revised presentation for Item 3.2 Equity-Economic-Sustainability Criteria Consideration Opportunity was presented at the Economic Development Subcommittee with an updated presenter list.**

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/89144408827](https://srcity-org.zoom.us/j/89144408827) OR BY DIALING 669-219-2599, THEN ENTER WEBINAR ID: 891 4440 8827.

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 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.

DEADLINES AND ADDITIONAL INSTRUCTION FOR PUBLIC COMMENT ARE SET FORTH BELOW.

The City of Santa Rosa has postponed many non-essential meetings until

further notice. We appreciate your patience and willingness to protect the health and wellness of our community. If you have any questions regarding this meeting, please contact Eileen Cleary at [ecleary@srcity.org](mailto:ecleary@srcity.org).

**MATTERS ON THE AGENDA MAY BE TAKEN OUT OF ORDER PUBLIC COMMENTS:**

**Live Public Comment:** The public accessing the meeting through the Zoom

link will be able to provide public comment on agenda items at the time an Agenda Item is discussed during the meeting of the Economic Development Subcommittee. Go to <https://srcity.org/VirtualParticipation> for more information on virtual meeting public participation.

**E-mail Public Comment:** To submit an e-mailed public comment to the Economic Development Subcommittee, please send to: [EconomicDevelopment@srcity.org](mailto:EconomicDevelopment@srcity.org) by 5:00 p.m., Monday, November 8. Identify in the subject line of your e-mail the Agenda Item Number on which you wish to comment, provide your name in the body of the e-mail and your comment. Please limit your e-mail to approximately 400 words (which is a speaking rate of 133 words per minute).

**Recorded Voice Message Public Comment:** To submit a voice message public comment, please call 707-543-3080 by 5:00 p.m., Monday, November 8. State your name, the Agenda Item Number(s) on which you wish to comment, and your comment. Recordings will be limited to 3 minutes.

**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 Economic Development Draft Strategy Review**

**Economic Development  
Subcommittee**

**- FINAL-REVISED**

**NOVEMBER 9, 2021**

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Presentation and discussion of the economic development strategy process to date.

**Attachments:** [Economic Development Strategy.pdf](#)

**3.2** Equity-Economic-Sustainability Criteria Overlay Consideration Opportunity

**Attachments:** [Presentation - EEO Pillars](#)  
[Presentation - EEO Pillars Revised](#)

**3.3** Economic Development Related One-Time Funding Programs

- Childcare Support Program - Childcare Facility Fund and Childcare Business Attraction-Retention-Expansion Program (C-BARE)
- Universal Basic Income components
- Baby Bonds concept

**4. 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.