



City of Santa Rosa

City Hall, Mayor
Conference Room
100 Santa Rosa Ave,
Room 10
Santa Rosa, CA

Economic Development Subcommittee Regular Meeting Minutes - Final

Tuesday, November 14, 2023

10:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Rogers called the meeting to order at 10:01 A.M.

Present: 2 - Chair Chris Rogers, and Council Member Jeff Okrepkie

Absent: 1 - Council Member Eddie Alvarez

2. ANNOUNCEMENTS

Economic Development Deputy Director De La Rosa reported she has resigned with the City.

Eric Frasier commented on Deputy Director De La Rosa's report.

3. APPROVAL OF MINUTES

3.1 September 12, 2023 - Draft Minutes

Approved as submitted.

4. PUBLIC COMMENTS

None.

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.

Economic and Planning (EPS) representatives presented.

Staff and EPS representatives responded to Committee Member inquiries.

Eric Frasier commented on EPS studies.

Staff and EPS representatives responded to Committee Member inquiries.

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.

Economic Development Deputy Director De La Rosa presented.

Interim Director Osburn discussed next steps.

Staff responded to Committee Member inquiries.

Deputy Director De La Rosa continued the presentation.

Chair Rogers opened the public comment period.

Eric Frasier expressed concerns about the Draft Economic Strategic Plan.

Chair Rogers closed public comment.

Staff responded to Committee Member inquiries.

Committee Members provided comments and feedback.

Chair Rogers recommends we continue this discussion to a future City Council meeting.

7. DEPARTMENT REPORTS

Economic Development Deputy Director De La Rosa reported.

8. ADJOURNMENT

Chair Rogers adjourned the meeting at 11:17 A.M.

Approved on: January 9, 2024

s/Krystal Camp, Recording Secretary