



City of Santa Rosa

City Hall, Council Chamber
100 Santa Rosa Avenue
Santa Rosa, CA 95404

Economic Development Subcommittee Regular Meeting Minutes - Draft

Monday, December 8, 2025

9:00 AM

1. CALL TO ORDER AND ROLL CALL

Chair Okrepkie called the meeting to order at 9:01 AM.

Rollcall

Present: 3 - Chair Jeff Okrepkie, Committee Member Eddie Alvarez, and Council Member Victoria Fleming

2. REMOTE PARTICIPATION UNDER AB 2449 (IF NEEDED)

None.

3. MODIFICATIONS TO AGENDA

None.

4. ANNOUNCEMENTS

None.

5. APPROVAL OF MINUTES

5.1 Draft Minutes - October 13, 2025.

Approved as submitted.

Chair Okrepkie opened and closed public comment.

6. PUBLIC COMMENTS

Chair Okrepkie opened and closed public comment.

7. MATTERS HELD IN COMMITTEE

None.

8. PRESENTATIONS

8.1 PRESENTATION - ECONOMIC INSIGHTS WITH DR. ROBERT EYLER, SONOMA STATE UNIVERSITY

Receive a report out and presentation on the current state of the economy from Dr. Robert Eyler, Sonoma State University.

Recommended Action: Information and Discussion.

Chief Economic Development Officer Scott Adair introduced Dr. Robert Eyler.

Dr. Eyler presented.

Dr. Eyler responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

9. PARTNER REPORTS

None.

10. ACTION ITEMS

10.1 MOTION - ECONOMIC DEVELOPMENT QUARTERLY REPORT

Receive a copy of the draft economic development quarterly report.

Recommended Action: The City of Santa Rosa Economic Development Division recommends that the Economic Development Subcommittee approve the draft economic development quarterly report for publication.

Program Analyst Rachel Beer presented.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

Committee Members approved the Quarterly Report for publication.

11. DEPARTMENT REPORTS

11.1 REPORT - ECONOMIC DEVELOPMENT IMPLEMENTATION PLAN

Receive a staff report on Economic Development Implementation Plan progress from the Economic Development Division.

Recommended Action: Discussion.

Staff Beer presented.

Planning and Economic Development Director Gave Osburn responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

11.2 REPORT - PLANNING AND LAND USE PROJECTS

Receive a staff report from the Economic Development Division on Coordination with the Planning Division on Planning & Land Use Projects, including Entertainment Zones and Conditional Use Permit (CUP) changes.

Recommended Action: Discussion.

Deputy Director of Planning Jessica Jones, Staff Adair, and Staff Osburn presented.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

11.3 REPORT - DOWNTOWN ACTIVATION STRATEGIES

Receive a report from the Economic Development Division regarding current downtown initiatives and activation strategies including:

- Ross Street Pilot
- New Commercial Renter Program
- Asawa art and ongoing fountain/stage conversation.
- Park impact fees and scope development for improvements in

Courthouse Square, 4th Street, Je-Ju Way, Comstock Mall,
Julliard Park.

Recommended Action: Discussion.

Staff Adair presented.

Staff responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

12. OTHER UPDATES

12.1 REPORT - ECONOMIC DEVELOPMENT PROJECT UPDATES

Receive a report from the Economic Development Division regarding:
USL

- Creative Corridor
- Parking fees and impacts to businesses
- Art & Culture initiatives
- Events
- Downtown play panels
- Business Concierge Program.

Recommended Action: Information Only.

Staff Adair and Arts and Culture Coordinator Meredith Knudsen
presented.

Staff responded to Committee Member inquiries.

Chair Okrepkie opened and closed public comment.

Committee Members provided comments and feedback.

13. COMMITTEE ASSIGNMENTS

13.1 DISCUSSION - COMMITTEE ASSIGNMENTS

Review and discuss assignments accepted by, or given to, individual Subcommittee members-whether made by the Chair, initiated by the Subcommittee, or requested by staff-for the purpose of performing activities, research, outreach, or other actions outside of regular meetings that support the work program and priorities of the Subcommittee.

Discussion.

Recommended Action: Discussion.

Staff Adair discussed the possibility of Committee Assignments for members of the Economic Development Subcommittee.

Chair Okrepkie opened and closed public comment.

Committee Members provides comments and feedback.

14. FUTURE AGENDA ITEMS

Staff adair reported on potential agenda items for a future agendas.

Committee Members provided comments and feedback.

15. ADJOURNMENT

Chair Okrepkie adjourned the meeting at 10:29 am.