

Historic Railroad Square Association

Business Development Committee Meeting

Wednesday, March 26, 2025, 1 p.m.

Hotel La Rose, 308 Wilson St., Santa Rosa

Agenda

Initial committee meeting to issues of district identity, empty storefronts, retail turnover, data collection, and vitality and district recognition.

1. Mission

- Identity & brand
 - What identity i.e. retail mix, progressive, boutique, etc
- Comparative/Inspirational cities
- Additional area needs - entertainment venue, etc
- Goal development

2. Data Collection - Develop quantitative and qualitative information for goal setting, commercial marketing, and investment by owners, lessees, developers.

- Mapping Event - Apres Midi
- Vehicle, SMART, and pedestrian count
- Average rent/sq footage
- How many retail spaces do we have? Occupancy rate? Restaurant, other...
- Create map w/ sq footage
- Customer demographics - is this measurable?

3. Landlord & Merchant coordination/education

- Rent costs
- Education cost of vacancy vs. lower rent
- Monthly or quarterly workshop?

4. City/County Opportunities

- Pop up program - still in development phase per Rachel Beer at ED
- Business Improvement District?? Could this be work pursuing.
 - Subsidies, SBA, reduced permitting & sign permitting

5. Related Events

- [Showcase Sonoma County](#), Tuesday, May 6, 2025
- SR Now

6. Other