

Business Development Committee Meeting

Tues, Feb 3, 2026 4 pm

[Zoom Link](#)

(Hosted from Rohnert Park, CA)

Meeting Attachments

(review optional)

1. [Placer Ai Q&A questions for Rachel](#)
2. [Placer Ai 2025 metrics Version #2](#) (regional), RRSQ Market Overview 2025 (RRSQ specific) (*prepared by Rachel Beer, City of SR*)
3. [Minutes from 1.13.26 Meeting](#) on 2026 Goal Setting

Agenda

1. Public Comment (if any)
2. Guest Speaker - Rachel Beer, Program Analyst, SR City Ec Dev
 - a. Placer Ai questions [Placer Ai Q&A questions for Rachel](#)
3. Updates
 - a. Bus Opportunities [RRSQ WebPage](#) - updated
 - b. Marketing cross-communication, SMART Marketing Resource completed - AJ
4. Merchant Outreach - Amanda
 - a. Next Merchant Mixer date location?
 - b. Surveys to owners or merchants
 - c. Entertainment Zone? Sip n Stroll, etc - AJ/Amanda
5. Materials for bus dev outreach (resource materials, flyer, gap analysis?) - AJ
6. Broker/Agent outreach
 - a. Mixer (could 1 mixer have a business theme? or other event (budget?))
 - b. 1:1 follow-up - AJ
7. Property Owner outreach - *Who can lead this and report to committee?*
 - a. Idea - Zoom meeting for property owners 1 meeting (Rafael)
 - b. Other ideas: 1:1 outreach, coffee, roundtable "learn and dine"
8. ShowCase Sonoma County - Tues, April 28 4pm-7pm
9. Next meeting - ~~Tues, April 28~~ [Tues, April 21?](#) (potential City Council meeting conflict)
10. Other

Other resources if you need a refresh or are new:

[2025 EOY Recap](#)

2025 [Goal Development](#)

(Committee formation goals were: 1. Develop an Outreach Strategy, 2. Develop a Sustainable Mix of the District, 3. Attraction and Retention of Independent Local Tenants)