

Business Development Committee Meeting

Tues, Feb 3, 2026 4 pm

(Hosted from Rohnert Park, CA)

Meeting Attachments

(review optional)

- [Placer Ai Q&A questions for Rachel](#)
- [Placer Ai 2025 metrics Version #2](#) (regional), [Updated Overview Top Visited Places 2025](#) (RRSQ specific) *(prepared by Rachel Beer, City of SR)*

Follow-Up Reports Provided by Rachel Beer

- [Comparison Report Santa Rosa Shopping Centers](#)
- [Comparison Report Petaluma](#)

Follow-Up Analysis of ZipCodes by Origin - AJ T.

- [RRSQ Visits by City of Origin](#)

Agenda

1. Public Comment (if any) *none*
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 Noelle *in communication with Julia at SMART for community events in RRSQ*
 - c. Entertainment Zones Update *city working on pilot program*
 - d. Next Merchant Mixer date/location
Feb 25 Corcoran - Will try to get guest speaker from Ec Dev. Graphic of Website data? Work with Events committee - Fun Facts, TriviaEducational tool. Prizes? AJ to send Word draft to Amanda/Ali. Paul might be able to share some information
 - e. ShowCase Sonoma County - Tues, April 28 4pm-7pm
4. Next meeting - ~~Tues, April 28~~ Tues, April 21? (Rafael yes, Dee no)
5. Other

Placer Ai General Resources:

- [The Leader in Location Analysis](#)
- [Supporting Communities and Preserving Privacy](#)
- [Location Data at Placer.ai](#)