



*City of Arts & Innovation*

# City of Riverside

## Economic Development Committee

Committee Members:

Steven Robillard  
Chair

Clarissa Cervantes  
Vice Chair

Steve Hemenway  
Member

## Agenda

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Meeting Date: Thursday, January 22, 2026  
Publication Date: Friday, January 9, 2026

3:00 PM

City Hall - Art Pick Council Chamber  
3900 Main Street, Riverside  
Live Webcast at:  
[www.RiversideCA.gov/Meeting](http://www.RiversideCA.gov/Meeting)

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### MISSION STATEMENT

The City of Riverside is committed to providing high quality municipal services to ensure a safe, inclusive, and livable community.

Spanish interpreters will be available in person and via phone.

To participate virtually, two options are available:

#### VIA TELEPHONE:

Call (951) 826-8686 and follow the prompts to access your desired language. Press \*9 to be placed in the queue to speak. Individuals in the queue will be prompted to unmute by pressing \*6 to speak.

#### VIA ZOOM:

Use the following link: <https://zoom.us/j/92696991265>  
Select the "raise hand" function to request to speak.  
An on screen message will prompt you to "unmute" and speak.

Public comments are limited to 3 minutes.

Please follow along via the telephone or Zoom options above to ensure you call in at the appropriate time for your item(s).

Public comments regarding items on this agenda or any matters within the jurisdiction of the City Council can be submitted via the eComment feature at [www.RiversideCA.gov/Meeting](http://www.RiversideCA.gov/Meeting) until two hours before the meeting.  
Email comments to [City\\_Clerk@RiversideCA.gov](mailto:City_Clerk@RiversideCA.gov).

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*Pursuant to the City Council Rules of Procedure and Order of Business Resolution, the Members of the City Council Standing Committee and the public are reminded that they must preserve order and decorum throughout the meeting. In that regard, Members of the City Council Standing Committee and the public are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the City Council Standing Committee or the presiding officer constitutes a violation of these rules.*

*The City of Riverside is committed to fostering a workplace that provides dignity, respect, and civility to our employees, customers, and the public they serve.*

*The City of Riverside wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by 42 U.S.C. §12132 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City's ADA Coordinator at (951) 826-2211 at least 72 hours before the meeting, if possible.*

*Agenda related writings or documents provided to the City Council Standing Committees are available in the Office of the City Clerk, at [www.riversideca.gov/meeting](http://www.riversideca.gov/meeting), and in the binder located near the entrance of the Art Pick Council Chamber while the meeting is in session.*

*PLEASE NOTE The numerical order of items on this agenda is for convenience of reference. Items may be taken out of order upon request of the Mayor or Members of the City Council.*

### **3:00 P.M.**

CHAIR CALLS MEETING TO ORDER

### **PUBLIC COMMENT**

*Audience participation is encouraged. Public comments are limited to 3 minutes.*

- 1 To comment on any matters within the jurisdiction of the Committee, you are invited to participate in person or call (951) 826-8686 and follow the prompts to access your language of preference. Press \*9 to be placed in the queue to speak. Individuals in the queue will be prompted to unmute by pressing \*6 when you are ready to speak.

To participate via ZOOM, use the following link: <https://zoom.us/j/92696991265>. Select the "raise hand" function to request to speak. An on-screen message will prompt you to "unmute" and speak.

## PRESENTATION

- 2 Green Business Attraction and Incentive Program overview and associated Thrive Inland SoCal Catalyst Funding award (10-minute presentation)

Carlos Aguilera, Project Manager, Community and Economic Development

**Attachments:** [Report](#)  
[Presentation](#)

## DISCUSSION CALENDAR

*Audience participation is encouraged. Public comments are limited to 3 minutes.*

- 3 Off-site advertising regulations and policy review pertaining to existing billboards (10-minute presentation)

Daniel Palafox, Associate Planner, Community and Economic Development

**Attachments:** [Report](#)  
[Caltrans Outdoor Advertising Act Overview](#)  
[Chapter 19.623 Billboards](#)  
[Chapter 19.650 Approving and Appeal Authority](#)  
[Presentation](#)

## COMMUNICATIONS

- 4 Business Excellence Series - Arts and Tourism (10-minute presentation)

Desiree Massei, Senior Project Manager, Community and Economic Development

**Attachments:** [Report](#)  
[Presentation](#)

- 5 Red Tape to Red Carpet Awards (5-minute presentation)

Miranda Evans, Deputy Community and Economic Development  
Department Director

- 6 Legislative update

- 7 Items for future Economic Development Committee consideration as requested by Members of the Committee

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*The next Economic Development Committee meeting is scheduled  
for February 19, 2026, at 3:00 p.m.*

*Committee meetings broadcast with closed captioning available on  
AT&T Channel 99, Charter Spectrum Channel 3, and Frontier Cable Channel 21*

*View live Webcast of the Committee meetings at:  
[www.RiversideCA.gov/Meeting.com](http://www.RiversideCA.gov/Meeting.com)*

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