

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

THURSDAY, MAY 22, 2025, 3 P.M.  
PUBLIC COMMENT IN PERSON/TELEPHONE  
ART PICK COUNCIL CHAMBER

*City of Arts & Innovation*

3900 MAIN STREET

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PRESENT: Chair Robillard, and Vice Chair Cervantes

ABSENT: Member Hemenway

STAFF PRESENT: Carmen Soto, Anthony Beaumon, Jennifer Lilley, Miranda Evans, Melanie Bruns, Linda Lagunas, Cynthia Wright, Chris Christopolous, Chris Sculley, and others.

Chair Robillard convened the meeting at 3:08 p.m.

### ORAL COMMUNICATION FROM THE AUDIENCE

There was no one wishing to address the Committee.

### FISCAL YEAR 2025/26 CITY SPONSORSHIP PROGRAM FOR JULY 1 – DECEMBER 31, 2025

Following discussion, it was moved by Chair Robillard and seconded by Vice Chair Cervantes to (1) receive and approve staff recommendations for the City Sponsorship Program for the six-month period of July 1 – December 31, 2025; (2) direct staff to inform City Councilmembers about unused funds that are available to be used on community events that lack funding; (3) recommend that City Council approve City Sponsorship support pending final budget approval for Fiscal Year 2025/2026 in the form of monetary funding and/or in-kind contributions of \$140,537 for charitable and community events, which are produced by local non-profit organizations; and (4) authorize the City Manager, or his designee, to make non-substantive changes to the recommendations. The motion carried with Member Hemenway absent.

### STREAMLINE RIVERSIDE REFRESH EFFORT AND IMPLEMENTATION UPDATE

Following discussion and without a formal motion, the Committee received and filed an update on the Streamline Riverside Refresh effort and its Implementation Plan.

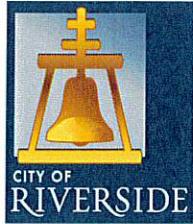
### ECONOMIC DEVELOPMENT REBRAND UPDATE

Following discussion and without a formal motion, the Committee received and filed the Economic Development Rebrand update.

### COMMUNICATIONS

### PROPOSED AMENDMENTS TO TITLE 19 - GENERAL SIGN PROVISIONS

The Committee received and ordered filed an update on proposed amendments to title 19, General Sign Provisions.



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### BUILDING AND SAFETY MONTH PRESENTATION

The Committee received and ordered filed an update on Building and Safety month.

### ITEMS FOR FUTURE COMMITTEE CONSIDERATION

There were no items for future consideration.

The meeting adjourned at 4:31 p.m.

Respectfully submitted,

CARMEN SOTO  
Records Manager