



ECONOMIC DEVELOPMENT COMMITTEE MINUTES

THURSDAY, APRIL 17, 2025, 3 P.M.
PUBLIC COMMENT IN PERSON/TELEPHONE
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

City of Arts & Innovation

PRESENT: Chair Robillard, Vice Chair Cervantes, and Member Hemenway

ABSENT: None

STAFF PRESENT: Carmen Soto, Anthony Beaumon, Rafael Guzman, Melanie Bruns, Donesia Gause, Kaitlin Reirson, Cheryl Wills, and others

ALSO PRESENT: Erin Edwards and Paloma Montes

Chair Robillard convened the meeting at 3:03 p.m.

ORAL COMMUNICATION FROM THE AUDIENCE

There was no one wishing to address the Committee.

PRESENTATION

BLUE ZONES PROJECT RIVERSIDE

Following discussion and without formal motion, the Committee received and ordered filed the presentation by Erin Edwards on Blue Zones Project Riverside.

CITY BRANDING EFFORTS, EXISTING INITIATIVES AND UPCOMING INITIATIVES

Following discussion and without formal motion, the Committee received and ordered filed an update on City Branding efforts, including existing initiatives and upcoming initiatives.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

There were no items for future consideration.

The meeting adjourned at 3:46 p.m.

Respectfully submitted,

CARMEN SOTO
Records Manager