

ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

City of Arts & Innovation

THURSDAY, NOVEMBER 2, 2023, 3 P.M.
PUBLIC COMMENT IN PERSON/TELEPHONE
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

PRESENT: Chair Fierro, Vice Chair Edwards, and Member Hemenway

STAFF PRESENT: Carmen Soto, Susan Wilson, Rafael Guzman, Cynthia Wright, Margery Haupt, Jenniger McCoy, Paloma Montes, Jeff McLaughlin, Linda Lagunas, and Chris Christopoulos.

ALSO PRESENT: Justin Brodsky, and Matthew Korte

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

ORAL COMMUNICATION FROM THE AUDIENCE

There was no one wishing to address the committee.

FISCAL YEAR 2023/2024 CITY SPONSORSHIP PROGRAM JANUARY 1 - JUNE 30, 2024

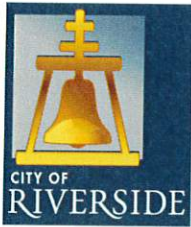
Following discussion, it was moved by Member Hemenway and seconded by Vice Chair Edwards to (1) receive and approve staff recommendations for the City Sponsorship Program for the six-month period of January 1 – June 30, 2024; (2) recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$199,616 for charitable and community events, which are produced by local non-profit organizations; and (3) receive and ordered filed the Table of Sponsorship report for January 1 – June 30, 2023. The motion carried unanimously.

NAMING RIGHTS SPONSORSHIP ASSET INVENTORY AND VALUATION REPORT BY SUPERLATIVE GROUP, INC

Following discussion, it was moved by Member Hemenway and seconded by Vice Chair Edwards to (1) receive and ordered filed report on Phase 1 Sponsorship Asset Inventory and Valuation for potential naming rights of Riverside municipal buildings and other assets; (2) move forward to Phase 2, outreach and sales of naming rights and return to Committee to present agreements and make recommendation to forward to council. The motion carried unanimously.

LOCAL PREFERENCE AND DISADVANTAGED BUSINESS ENTERPRISE PROCUREMENT POLICY EXPANSION OVERVIEW

Following discussion and without formal motion, the Committee (1) provided input for local preference and disadvantaged business enterprise procurement policy expansion by (a) expanding policy limits beyond materials and goods to professional



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and non-professional services; (b) explore lower procurement threshold to allow local preference to qualify to more City expenditures; and (2) directed staff to incorporate stakeholder and public feedback, and as discuss determinations for policy and legislative revisions and return to Committee with update.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

Vice Chair Edwards requested a special meeting to discuss Blue Zones in the month of November or December, 2023.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk