

ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

City of Arts & Innovation

THURSDAY, MAY 18, 2023, 3 P.M.
PUBLIC COMMENT IN PERSON/TELEPHONE
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

PRESENT: Chair Fierro, Member Hemenway

ABSENT: Vice Chair Edwards

STAFF PRESENT: Carmen Soto, Brandon Mercer, Rafael Guzman, Margery Haupt,
and Cynthia Wright

Chair Fierro convened the meeting at 3:01 p.m.

ORAL COMMUNICATION FROM THE AUDIENCE

There was no one wishing to address the Committee

FISCAL YEAR 2023-2024 CITY SPONSORSHIP PROGRAM THROUGH DECEMBER 31, 2023

Following discussion, it was moved by Member Hemenway and seconded Chair Fierro to (1) receive and order filed the review on staff recommendations for the City Sponsorship Program for the period of July 1 – December 31, 2023; (2) recommend that the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$127,904 for charitable and community events, which are produced by local non-profit organizations; (3) receive and order filed the Table of Sponsorship report for July 1 – December 31, 2023; and (4) direct staff to include organization information in the next funding cycle report. The motion carried unanimously with Vice Chair Edwards absent

COMMUNICATIONS

ECONOMIC OPPORTUNITY UPDATE

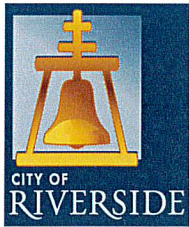
The Committee received an update on Economic Opportunity.

PLACEMAKING UPDATE

The Committee received an update on Placemaking.

BRANDING/MARKETING UPDATE

The Committee received an update on Branding/Marketing.



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ITEMS FOR FUTURE COMMITTEE CONSIDERATION

Chair Fierro requested an update on the One Stop Shop.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk