



City of Arts & Innovation

City of Riverside

Economic Development Committee

Committee Members:

Steven Robillard
Chair

Clarissa Cervantes
Vice Chair

Steve Hemenway
Member

Agenda

Meeting Date: Thursday, April 17, 2025
Publication Date: Friday, April 4, 2025

3:00 PM

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

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 until two hours before the meeting. Email comments to City_Clerk@riversideca.gov.

Pursuant to the City Council Meeting Rules adopted by Resolution No. 24076, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting. In that regard, Members of the City Council and the public are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the City Council 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 are available in the Office of the City Clerk, at 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/93149441265>. Select the "raise hand" function to request to speak. An on-screen message will prompt you to "unmute" and speak.

PRESENTATION

- 2 Blue Zones Project Riverside (All Wards) (10-minute presentation)

Erin Edwards, Executive Director of Blue Zones Project Riverside

DISCUSSION CALENDAR

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

- 3 City Branding efforts including existing and upcoming initiatives update (All Wards) (10-minute presentation)

Kaitlin Reiersen, Director of Marketing and Communications

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

COMMUNICATIONS

- 4 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 May 22, 2025, 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 or
www.WatchRiverside.com*

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