



# City of Riverside

3900 Main St  
Riverside, CA 92522  
(951) 826-5557

## Economic Development, Placemaking, and Branding/ Marketing Committee

*City of Arts & Innovation*

### Agenda - Final

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Thursday, March 18, 2021

3:00 PM

View Virtual Meeting  
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#### MISSION STATEMENT

**The City of Riverside is committed to providing high quality municipal services to ensure a safe, inclusive, and livable community**

**The City of Riverside is committed to a workplace that requires acceptable behavior from everyone - a workplace that provides dignity, respect, and civility to our employees, customers, and the public.**

**The Economic Development, Placemaking, and Branding/Marketing Committee will conduct a virtual meeting.**

**The Art Pick Council Chamber will not be open to the public.**

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**For telephone public comment call (951) 826-8600. Dial when the agenda item is called to be placed in the queue. Please follow along with the meeting via [www.EngageRiverside.com](http://www.EngageRiverside.com), RiversideTV cable channels, or City social media live feeds to ensure you call in at the appropriate time for your item or items.**

**Time is limited to 3 minutes.**

**Public comments regarding items on this agenda or any matters within the jurisdiction of the Committee can be submitted by eComment at [www.EngageRiverside.com](http://www.EngageRiverside.com) until two hours before the meeting.**

**Email comments to [City\\_Clerk@riversideca.gov](mailto:City_Clerk@riversideca.gov).**

*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 951-826-5427 at least 72 hours before the meeting, if possible.*

*TTY users call 7-1-1 for telecommunications relay services (TRS).*

*Agenda related writings or documents provided to the Committee are available at [www.EngageRiverside.com](http://www.EngageRiverside.com).*

*PLEASE NOTE--Individual audience participation is limited to 3 minutes. Dial (951) 826-8600 when the agenda item is called to be placed in the queue. Please follow along with the meeting via [www.EngageRiverside.com](http://www.EngageRiverside.com) to ensure you call in at the appropriate time for your item or items.*

- 1 Local preference procurement policy expansion update - Policy research, workshop guidelines, and implementation (All Wards)

Jennifer McCoy, Purchasing Manager

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

- 2 Economic prosperity efforts update (All Wards)

Rafael Guzman, Assistant City Manager

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

- 3 Request for Proposals for master developer for City-owned former Riverside Golf Club, AB Brown Sports Complex, and Pellissier Ranch Properties - Northside Neighborhood (Ward 1)

David Welch, Community and Economic Development Director  
Nathan Freeman, Senior Project Manager

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

- 4 Oral communications from the public
- 5 Items for future Economic Development, Placemaking, and Branding/Marketing Committee consideration as requested by Members of the Committee

*The next Economic Development, Placemaking, and Branding/Marketing Committee meeting is scheduled for Thursday, April 22, 2021, at 3 p.m.*

*Committee meetings broadcast on  
AT&T Channel 99, Charter Spectrum Channel 3, and Frontier Cable Channel 21*

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