



*City of Arts & Innovation*

# City of Riverside

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

Committee Members:

Ronaldo Fierro  
Chair

Erin Edwards  
Vice Chair

Steve Hemenway  
Member

### Agenda

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Meeting Date: Thursday, November 18, 2021  
Publication Date: Friday, November 5, 2021

3:00 PM

City Hall - Art Pick Council Chamber  
3900 Main Street, Riverside  
View Live Webcast at  
[www.RiversideCA.gov/Meeting](http://www.RiversideCA.gov/Meeting) or  
[www.WatchRiverside.com](http://www.WatchRiverside.com)

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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 Economic Development, Placemaking, and Branding/Marketing Committee will conduct an in-person and virtual meeting.

Face coverings are required regardless of vaccination status.

For telephone public comment and to listen to the meeting live via Zoom, call:

**(669) 900-6833**

**Meeting ID: 926 9699 1265**

Press \*9 to be placed in the queue to speak when the agenda item is called. Individuals in the queue will be prompted to unmute by pressing \*6 to speak. 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.riversideca.gov/meeting](http://www.riversideca.gov/meeting) until two hours before the meeting. Email comments to [City\\_Clerk@riversideca.gov](mailto:City_Clerk@riversideca.gov).

*Pursuant to the City Council Meeting Rules adopted by Resolution No. 23618, the Members of the Committee and the public are reminded that they must preserve order and decorum throughout the Meeting. In that regard, Members of the Committee and the public are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the Committee or the presiding officer constitutes a violation of these rules.*

*The City of Riverside is committed to fostering a respectful workplace that requires all employees and external stakeholders to embrace a culture of transparency and*

*inclusivity. This includes acceptable behavior from everyone; a workplace that provides dignity, respect, and civility to our employees, customers, and the public they serve. City meetings should be a place where all members of our community feel safe and comfortable to participate. While there could be a high level of emotion associated with topics on this agenda, the City would like to set the expectation that all members of the public use language appropriate to a collaborative, professional, and respectful public environment.*

*The City is resolute in its commitment to eliminate any form of harassment, discrimination, or retaliation in the workplace. The City maintains a zero-tolerance policy for harassment, discrimination, and retaliation in compliance with new harassment and discrimination laws.*

*LISTENING ASSISTIVE DEVICES are available for the hearing impaired--please see City Clerk. 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 for public inspection in the Office of the City Clerk, at [www.riversideca.gov/meeting](http://www.riversideca.gov/meeting), and in the binder located near the entrance of the Art Pick Council Chamber while the meeting is in session.*

### PUBLIC COMMENT

- 1 Oral communications from the public--You are invited to participate in person or by phone at (669) 900-6833 and enter Meeting ID: 926 9699 1265 to comment on any matters within the jurisdiction of the Committee. Press \*9 to be placed in the queue to speak when the agenda item is called. Individuals in the queue will be prompted to unmute by pressing \*6 to speak - Individual audience participation is limited to 3 minutes.

### DISCUSSION CALENDAR

*This portion of the agenda is for all matters where staff and public participation is anticipated. Individual audience participation is limited to 3 minutes.*

- 2 Economic Opportunity Program Two-Year Grant Agreements with Regents of the University of California, on behalf of its Riverside campus EPIC Small Business

Development Center Program and ExCite Riverside for \$50,000 each, for combined total of \$100,000, to support clean and green startup businesses and technology/innovation entrepreneurs throughout the Innovation District and City (All Wards) (15-minute presentation)

Sherry Shimshock, Senior Project Manager

**Attachments:** [Report](#)  
[Agreement - Regents](#)  
[Agreement - Excite Riverside](#)  
[Presentation](#)

- 3 Fiscal Year 2021-2022 City sponsorship program for January 1 to June 30, 2022, for monetary and/or in-kind contributions valued at \$148,969 (All Wards) (5-minute presentation)

Cynthia Wright, Project Coordinator

**Attachments:** [Report](#)  
[Acceptance of guidelines](#)  
[Staff Recommendations](#)  
[Brief Summaries - New Applicants](#)  
[Presentation](#)

- 4 Fiscal Year 2021-22 Arts and Culture Grant program awards for total \$288,484 to support professional development of established arts and cultural organizations serving the community (All Wards) (10-minute presentation)

Margie Haupt, Arts and Cultural Affairs Manager

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

- 5 Development of an ordinance and potential ballot measure amending Chapter 19 of the Riverside Municipal Code to provide for a legal and regulatory framework for the permitting, licensing, enforcement, taxation, and legal operations of commercial cannabis storefronts within city limits (All Wards) (10-minute presentation)

Ronaldo Fierro, Chair

**Attachments:** [Report](#)  
[Ordinance Framework](#)  
[Notice of Intent to Circulate](#)

COMMUNICATIONS

6 Decarbonization and Electrification Update (All Wards) (5-minute)

Rafael Guzman, Assistant City Manager

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*The next Economic Development, Placemaking, and Branding/Marketing Committee meeting date is yet to be determined.*

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

*For live Webcast of the Committee Meetings:  
[www.RiversideCa.gov/Meetings](http://www.RiversideCa.gov/Meetings) or [www.WatchRiverside.com](http://www.WatchRiverside.com) with open captions*

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*[www.RiversideAlert.com](http://www.RiversideAlert.com)*