



*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, January 20, 2022  
Publication Date: Thursday, January 6, 2022

3:00 PM

View Virtual Meeting 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 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.

View live webcast at [www.RiversideCa.gov/Meeting](http://www.RiversideCa.gov/Meeting) or  
[www.WatchRiverside.com](http://www.WatchRiverside.com) with open captions.

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).

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**Pursuant to the City Council Meeting Rules adopted by Resolution No. 23618, members of all Boards and Commissions and the public are reminded that they must preserve order and decorum throughout the meeting. In that regard, members of all Boards and Commissions, as well as the public participants are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the City Council, Boards and commissions, or their 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.**

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*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.RiversideCa.gov/meeting](http://www.RiversideCa.gov/meeting).*

CHAIR CALLS MEETING TO ORDER

### PUBLIC COMMENT

- 1 Oral communications from the public--You are invited to participate 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 Proposal and Purchase, Sale, and Development Agreement from Gilbane Development Company for 3.9 acres of Successor Agency-owned vacant land for 120-unit 100 percent affordable multi-family and senior housing residential project development - South side of Railroad Avenue between Madison and Jefferson Streets - Direct submittal (Ward 4) (10-minute presentation)

Eydee Jimenez, Project Coordinator

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

COMMUNICATIONS

- 3 Decarbonization and Electrification Update (All Wards) (5-minute presentation)

Rafael Guzman, Assistant City Manager

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

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*The next Economic, Development, Placemaking, and Branding/Marketing Committee meeting is scheduled for February 17, 2022, at 3 p.m.*

*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/Meeting.com](http://www.RiversideCA.gov/Meeting.com) or  
[www.WatchRiverside.com](http://www.WatchRiverside.com) with open captions*

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