



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

Meeting Date: Thursday, February 17, 2022
Publication Date: Friday, February 4, 2022

3:00 PM

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

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.

To participate virtually, two options are available:

TO PARTICIPATE VIA TELEPHONE:

Call (669) 900-6833 and enter Meeting ID: 926 9699 1265
Press *9 to be placed in the queue to speak.

Individuals in the queue will be prompted to unmute by pressing *6 to speak.

TO PARTICIPATE VIA ZOOM:

Use the following link: <https://zoom.us/j/92696991265>

Public comments are limited to 3 minutes.

Please follow along with the meeting via www.riversideca.gov/meeting, RiversideTV cable channels, or City social media live feeds 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 by eComment 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. 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.

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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, and in the binder located near the entrance of the Art Pick Council Chamber while the meeting is in session.

CHAIR CALLS MEETING TO ORDER

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 Joint development proposal from Pelican Communities and Greens Development for mixed-use retail/residential project and associated parking on approximately 0.89 combined acres of City-owned properties including Public Parking Garages 1 and 2 and Assessor Parcel Numbers 213-271-012, 213-301-006, and 213-301-015 - Direct negotiation of Purchase, Sale, and Development Agreement for City Council consideration and approval (Ward 1) (10-minute presentation)

Nathan Freeman, Principal Project Manager

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

- 3 Riverside Municipal Code Amendments related to cannabis retail uses, microbusinesses, and distribution - Consider ballot measure establishing a sales tax for cannabis sales (All Wards) (10-minute presentation)

Dave Murray, Principal Planner

Attachments: [Report](#)
[Notice of Intent to Circulate Petition \(1\)](#)
[ED Report](#)
[Police Foundation Pamphlet](#)
[Presentation](#)

COMMUNICATIONS

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

Rafael Guzman, Assistant City Manager

- 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 March 17, 2022, at 3 p.m.

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