

ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

THURSDAY, NOVEMBER 17, 2022, 3 P.M.
PUBLIC COMMENT IN PERSON/TELEPHONE
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

City of Arts & Innovation

PRESENT: Chair Fierro, Vice Chair Edwards, Member Hemenway

ABSENT: None

STAFF PRESENT: Carmen Soto, Brandon Mercer, Frank Assumma, Aaron Chandler, Donesia Gause, Mary Kopaskie-Brown, Mitchell Mason, Paloma Montes, Kristie Thomas, Kevin Townsend, Rafael Guzman, Brandon Mercer, Joyce Jong, Matthew Taylor, Judy Eguez, Veronica Hernandez, Michelle Davis

ALSO PRESENT: David McPherson, Ajay Kolluri, and Richard Hamm

Chair Fierro convened the meeting at 3:00 p.m.

ORAL COMMUNICATIONS FROM THE PUBLIC

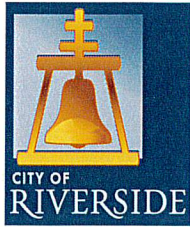
There was no one wishing to address the Committee.

AWARD OF REQUEST FOR PROPOSAL 2203 TO THE SUPERLATIVE GROUP, INC., OF CLEVELAND OH.

Following discussion, it was moved by Vice Chair Edwards and seconded by Chair Fierro to (1) award of Request for Proposal 2203 for Sponsorship Asset Inventory, Valuation, Naming Rights and Sales to the Superlative Group, Inc., for a consultant retainer of \$317,625 and 15% commission on potential sales; (2) with at least five affirmative votes, authorize a supplemental appropriation in the amount of \$317,625 in the General fund, City Manager-Administration, Professional Services Account; and (3) authorize the City Manager, or designee, to execute the Professional Services Agreement, including execution of the optional extension for one six-month period and making minor and non-substantive changes as necessary. The motion carried with Chair Fierro and Vice Chair Edwards voting yes and Member Hemenway absent.

PROPOSED FIRST AMENDMENT TO THE PROFESSIONAL CONSULTANT SERVICES AGREEMENT BETWEEN THE UNIVERSITY ENTERPRISES CORPORATION AT CALIFORNIA STATE UNIVERSITY SAN BERNARDINO ON BEHALF OF THE INLAND EMPIRE SMALL BUSINESS DEVELOPMENT CENTER AND THE CITY OF RIVERSIDE THROUGH FISCAL YEARS 2023-2024 UPDATE

Following discussion, it was moved by Vice Chair Edwards and seconded by Chair Fierro to (1) receive an update on the proposed First Amendment to the Professional



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Consultant Services Agreement between University Enterprises Corporation at California State University San Bernardino on behalf of the Inland Empire Small Business Development Center, and the City of Riverside; and (2) recommend that the City Council approve the proposed First Amendment to the Professional Consultant Service Agreement between University Enterprises Corporation at California State University San Bernardino on behalf of the Inland Empire Small Business Development Center, and the City of Riverside. The motion carried with Chair Fierro and Vice Chair Edwards voting yes and Member Hemenway absent.

Member Hemenway arrived during the following item.

FISCAL YEAR 2022-2023 CITY SPONSORSHIP PROGRAM THROUGH JUNE 30, 2023

Following discussion, it was moved by Member Hemenway and seconded by Vice Chair Edwards to (1) receive input on the criteria used by City Departments in evaluating City Sponsorship applications and directed staff to (a) include a column that states why a program was selected for the City Sponsorship Program for period of January 1, 2023 – June 30, 2023; and (b) explore offering a multi-year sponsorship program; and (2) recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$144,901 for charitable and community events. The motion carried unanimously.

ECONOMIC OPPORTUNITY UPDATE

Economic Opportunity update was not held.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

No items for future consideration were requested.

The meeting adjourned at 3:55 p.m.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk