

ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

THURSDAY, AUGUST 20, 2020, 3 P.M.

VIRTUAL MEETING

TELEPHONE PUBLIC COMMENT

City of Arts & Innovation

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- PRESENT: Chair Fierro, Vice-Chair Hemenway, and Member Edwards
- ABSENT: None
- STAFF PRESENT: Lorena Verdusco, Rafael Guzman, Kristi Smith, Nathan Freeman, Erin Christmas, Margery Haupt, David Welch, Noemi Ochoa, Caleb Ragan, Scott Brosious, Trevor Kamhiriri, Nicholas Rice, and others
- ALSO PRESENT: Andrew Walker, Shelia Bergman, Walter Parks, Howard Golds, Jarod Hoogland, and others

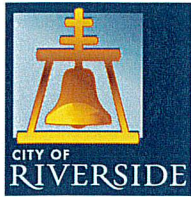
Chair Fierro convened the meeting at 3 p.m.

POTENTIAL DISPOSITION OF CITY-OWNED VACANT FORMER DOWNTOWN TERMINAL SITE - 3911 UNIVERSITY AVENUE AND 3775 FAIRMOUNT BOULEVARD

Following discussion, it was moved by Member Edwards and seconded by Vice-Chair Hemenway to (1) receive and order filed the report on potential disposition of City-owned vacant land located at 3911 University Avenue and 3775 Fairmount Boulevard, identified as Assessor Parcel Numbers 214-252-016 and 213-261-027 (former Downtown Terminal); and (2) direct staff to send a written notice of availability for 60 days to affordable housing developers who have registered with the State Department of Housing and Community Development pursuant to Assembly Bill 1486. The motion carried unanimously.

FISCAL YEARS 2018-19 AND 2019-20 ARTS AND CULTURE GRANT AND EMERGING ARTIST MICRO GRANT PROGRAMS UPDATE AND ONGOING ADMINISTRATION

Following discussion, it was moved by Vice-Chair Hemenway and seconded by Member Edwards to (1) receive and order filed an update on administration of the Arts and Culture Grant and Emerging Artist Micro Grant Programs for Fiscal Years 2018-19 and 2019-20; (2) recommend that the City Council authorize staff to administer the Arts and Culture Grant Program in the annual amount of \$285,628, which has a City Council approved one percent annual increase in each future fiscal year; (3) recommend that the City Council authorize staff to administer the Emerging Artist Micro Grant Program in the amount of \$10,000 each fiscal year; and (4) recommend that the City Council authorize staff to administer both the Arts and Culture Grant and Emerging Artist Micro Grant Programs on the same cycle as the City's budget (either annual or biennial). The motion carried unanimously.



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AGREEMENT WITH MISSION INN FOUNDATION FOR \$67,104 FOR ADVOCACY, FUND DEVELOPMENT, MARKETING, EDUCATION, HISTORIC PRESERVATION AND INTERPRETATION, AND ADMINISTRATIVE SERVICES FOR ARTS-RELATED PROGRAMS AND PROJECTS THROUGH JUNE 30, 2021

Following discussion, it was moved by Chair Fierro and seconded by Member Edwards to (1) recommend that the City Council approve a Professional Consultant Services Agreement with the Mission Inn Foundation of Riverside, California to provide advocacy, fund development, marketing, education, historic preservation and interpretation, and administrative services for arts-related programs and projects for a term ending June 30, 2021, in the total amount of \$67,104 in accordance with Purchasing Resolution No. 23256, Section 702(c); and (2) bring back to the Economic Development, Placemaking, and Branding/Marketing Committee the professional consultant agreement for review prior to renewal. The motion carried unanimously.

FISCAL YEAR 2020-2021 CITY SPONSORSHIP PROGRAM FOR JULY 1 THROUGH DECEMBER 31, 2020, FOR \$108,422 OF MONETARY AND IN-KIND CONTRIBUTIONS

Following discussion, it was moved by Vice-Chair Hemenway and seconded by Member Edwards to recommend that City Council approve staff's recommendations for the City Sponsorship Program support in the form of monetary funding and/or in-kind contributions for charitable and community events produced by local non-profit organizations in the amount of \$108,422 for the six-month period of July 1, 2020 - December 31, 2020. The motion carried unanimously.

ORAL COMMUNICATIONS FROM THE AUDIENCE

There was no one present wishing to address the Committee.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

There were no items requested for consideration at a future meeting.

The meeting adjourned at 4:19 p.m.

Respectfully submitted,


LORENA VERDUSCO
Deputy City Clerk