

## ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

APRIL 22, 2021, 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: Carmen Soto, Brad Boneville, Scott Brosious, Rafael Guzman, Ryan Marty, Tracy Sato, Margery Haupt, Caleb Ragan, Paloma Montes, Kristi Smith, Cynthia Wright, Chris Christopoulos, David Welch and Nathan Freeman

ALSO PRESENT:

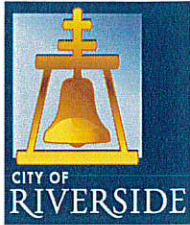
Chair Fierro convened the meeting at 3:01 p.m.

### BUILDING DECARBONIZATION TO REACH CARBON-NEUTRALITY BY 2040

Following discussion, it was moved by Chair Fierro and seconded by member Edwards to (1) direct staff to move forward with the discovery phase of a building decarbonization "reach code" amending Chapter 16 and 19 of the Municipal Code to include an all-electric mandate for all new construction; incentives, programs, and potential requirements for zero-emission vehicle charging; and other potential decarbonization strategies to be further explored by the Decarbonization Advisory Group; and (2) provide input on the membership, formation and charge of a Decarbonization Advisory Group with the goal of gaining input and industry advice from the development community, organized labor, advocacy groups, and other potential stakeholders. The motion carried unanimously.

### LEVERAGING OPENING OF CALIFORNIA AIR RESOURCES BOARD (CARB) TO ESTABLISH RIVERSIDE AS INTERNATIONAL HUB OF CLEAN TECH INDUSTRY

Following discussion, it was moved by Chair Fierro and seconded by member Edwards to direct staff to (1) build a comprehensive marketing and attraction package to properly leverage the anticipated opening of CARB this year through (a) preparation of internal city infrastructure for unique aspects of clean tech industries, (b) develop a comprehensive package of incentives and rebates for a wide variety of clean and green industries, (c) implement an aggressive branding/marketing and attraction effort to establish Riverside outwardly as an emerging international hub of clean and green industry; and (2) explore the following concepts, along with other tasks identified by committee members, and bring back options for timeline and implementation to this committee in the next 120 days: (i) Flex zoning and rezoning for green tech industry



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in the General Plan; (ii) Streamlining permitting/planning processes for clean and green industries; (iii) Effectively utilizing and leveraging Opportunity Zone (OZ) designation; (iv) Incentives, exemptions, and rebates through planning and public utilities; (v) Partnerships for workforce training and clean tech incubation opportunities; (vi) Consideration of current surplus lands for strategic clean-tech clustering; (vii) Creation of a clean tech website dedicated to telling the Riverside narrative; and (3) provide input to staff on the issuance of a Request for Proposals (RFP) to develop a CARB business attraction plan in conjunction with Riverside County, the University of California, Riverside, and the Greater Riverside Chamber of Commerce. The motion carried unanimously.

### REQUEST FOR PROPOSAL FOR DISPOSITION OF SUCCESSOR AGENCY-OWNED AND HOUSING AUTHORITY-OWNED LAND - 2731-2871 UNIVERSITY AND 2882 MISSION INN AVENUES

Item continued to a future Committee meeting.

### FISCAL YEAR 2021-2022 CITY SPONSORSHIP PROGRAM FROM JULY 1 THROUGH DECEMBER 31, 2021 FOR \$103,559 OF MONETARY AND IN-KIND CONTRIBUTIONS

Following discussion, it was moved by Member Edwards and seconded by Vice-Chair Hemenway 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 \$103,559 for the six-month period of July 1, 2021 - December 31, 2021. The motion carried unanimously.

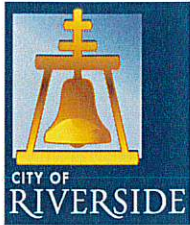
### ORAL COMMUNICATIONS FROM THE PUBLIC

There was no one wishing to address the committee.

### ITEMS FOR FUTURE COMMITTEE CONSIDERATION

There were no future items requested at this time.

The meeting adjourned at 4:17 p.m.



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Respectfully submitted,

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CARMEN SOTO  
Deputy City Clerk