

City of Arts & Innovation

ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

THURSDAY NOVEMBER 18, 2021, 3 P.M.
PUBLIC COMMENT IN PERSON/VIRTUAL MEETING
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

PRESENT: Chair Fierro, Vice Chair Edwards, and Member Hemenway

ABSENT: None

STAFF PRESENT: Carmen Soto, Brandon Mercer, Mary Kopaskie-Brown, Rafael Guzman, Jennifer McCoy, Jeffrey McLaughlin, Matthew Taylor, Lizeth Vega, David Welch, Joyce Jong, Chris Christopoulos, Paloma Montes, Neil Okazaki, David Murray, Sherry Shimshock, Cynthia Wright and Margie Haupt

ALSO PRESENT: Rosibel Ochoa, Jennifer Yturade and Scott Brovsky

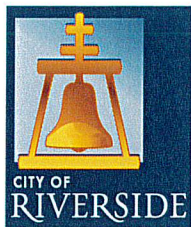
Chair Fierro convened the meeting at 3:03 p.m.

ORAL COMMUNICATIONS FROM THE PUBLIC

There was no one wishing to address the committee

ECONOMIC OPPORTUNITY PROGRAM TWO-YEAR GRANT AGREEMENTS WITH REGENTS OF THE UNIVERSITY OF CALIFORNIA TO SUPPORT CLEAN AND GREEN STARTUP BUSINESSES AND TECHNOLOGY/INNOVATION ENTREPRENEURS THROUGHOUT THE INNOVATION DISTRICT AND CITY

Following discussion, it was moved by Member Hemenway and seconded by Vice Chair Edwards to recommend that the City Council (1) approve a two-year Economic Opportunity Program Grant Agreement, for Fiscal Years 2021/22 and 2022/23, in the amount of \$50,000, with the Regents of the University of California, a California non-profit corporation, on behalf of its Riverside campus Entrepreneurial Proof of Concept and Innovation Center Small Business Development Center (EPIC SBDC) Program, to support clean and green startup businesses and technology/innovation entrepreneurs (amongst others) throughout the Innovation District and the City; (2) approve a two-year Economic Opportunity Program Grant Agreement, for Fiscal Years 2021/22 and 2022/23, in the amount of \$50,000, with ExCite Riverside, a California non-profit corporation to support clean and green startup businesses and technology/innovation entrepreneurs (amongst others) throughout the Innovation District and the City; (3) authorize the City Manager, or his designee, to execute the Economic Opportunity Program Grant Agreement with the Regents of the University of California, on behalf



ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

City of Arts & Innovation

THURSDAY NOVEMBER 18, 2021, 3 P.M.
PUBLIC COMMENT IN PERSON/VIRTUAL MEETING
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

of its Riverside campus EPIC SBDC Program, including making minor and non-substantive changes to complete the transaction; and (4) authorize the City Manager, or his designee, to execute the Economic Opportunity Program Grant Agreement with ExCite Riverside including making minor and non-substantive changes to complete the transaction. The motion carried unanimously.

FISCAL YEAR 2021-2022 CITY SPONSORSHIP PROGRAM FOR JANUARY 1 TO JUNE 30, 2022, FOR MONETARY AND/OR IN-KIND CONTRIBUTIONS

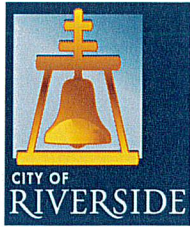
Following discussion, it was moved by Vice Chair Edwards and seconded by Member Hemenway to (1) receive and order filed a review on staff recommendations for the City Sponsorship Program for the six-month period of January 1, 2022 – June 30, 2022; and (2) recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$148,969 for charitable and community events, which are produced by local non-profit organizations. The motion carried unanimously.

FISCAL YEAR 2021-22 ARTS AND CULTURE GRANT PROGRAM AWARDS TO SUPPORT PROFESSIONAL DEVELOPMENT OF ESTABLISHED ARTS AND CULTURAL ORGANIZATIONS SERVING THE COMMUNITY

Following discussion, it was moved by Vice Member Edwards and seconded by Member Hemenway to recommend that the City Council (1) approve the Arts & Culture Grants for Fiscal Year 2021/22 in the total amount of \$288,484 for arts & culture organizations; and (2) authorize the City Manager, or his designee, to execute any necessary, financial, or legal documents with the approved organizations and/or artists, including making minor and non-substantive changes, to implement the City's Arts & Culture Grant program. The motion carried unanimously.

DEVELOPMENT OF AN ORDINANCE AND POTENTIAL BALLOT MEASURE AMENDING CHAPTER 19 OF THE RIVERSIDE MUNICIPAL CODE TO PROVIDE FOR A LEGAL AND REGULATORY FRAMEWORK FOR THE PERMITTING, LICENSING, ENFORCEMENT, TAXATION, AND LEGAL OPERATIONS OF COMMERCIAL CANNABIS STOREFRONTS WITHIN CITY LIMITS

Following discussion, it was moved by Chair Fierro and seconded by Vice Chair Edwards to (1) direct staff on the development of an ordinance and potential ballot measure amending Chapter 19 of the Riverside Municipal Code to provide for a legal and regulatory framework for the permitting, licensing, enforcement, taxation, and legal operations of commercial cannabis storefronts within city limits; and (2) direct



ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

City of Arts & Innovation

THURSDAY NOVEMBER 18, 2021, 3 P.M.
PUBLIC COMMENT IN PERSON/VIRTUAL MEETING
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

staff to return to this committee in January, 2022 with a draft ordinance based on committee input and information in the staff report. The motion carried unanimously.

DECARBONIZATION AND ELECTRIFICATION UPDATE

The Committee continued the Decarbonization and Electrification update to a later date.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

There were no future items for consideration requested at this time.

The meeting adjourned at 4:58 p.m.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk