

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

THURSDAY, MAY 19, 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, Margery Haupt, Krystal Erickson, Brandon Mercer,  
Edward Coronado, Pamela Galera, and Rafael Guzman

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

## ORAL COMMUNICATIONS FROM THE PUBLIC

Regina Richards spoke in support of the sponsorship program.

## FISCAL YEAR 2022-2023 CITY SPONSORSHIP PROGRAM THROUGH DECEMBER 31, 2022

Following discussion, it was moved by Vice Chair Edwards and seconded by Member Hemenway to (1) receive and order filed the review on staff recommendations for the period of July 1, 2022 – December 31, 2022; (2) recommend that the City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$139,396 for charitable and community events, which are produced by local non-profit organizations; (3) review and provide input regarding edited verbiage in the City Sponsorship Program Agreement; and (4) direct staff to mark variables and include metrics in the next funding cycle report that will provide transparency in how organizations are selected. The motion carried unanimously.

## COMMUNICATIONS

### ECONOMIC OPPORTUNITY UPDATE

The Committee received an update on Economic Opportunity.

### PLACEMAKING UPDATE

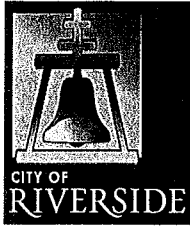
The Committee received an update on Placemaking.

### BRANDING/MARKETING UPDATE

The Committee received an update on Branding/Marketing.

### DECARBONIZATION AND ELECTRIFICATION UPDATE

The Committee received an update on Decarbonization and Electrification.



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ITEMS FOR FUTURE COMMITTEE CONSIDERATION

Vice Chair Edwards requested an update on Request for Proposal (RFP) No. 2119 regarding community engagement on the Golf Course at Fairmount Park

The meeting adjourned at 3:51 p.m.

Respectfully submitted,

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CARMEN SOTO  
Deputy City Clerk