

ECONOMIC DEVELOPMENT, PLACEMAKING, AND BRANDING/MARKETING COMMITTEE MINUTES

THURSDAY, AUGUST 18, 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, Rafael Guzman, Rosemary Koo, Tracy Sato, Mary Kopaskie-Brown, Carl Carey, Caleb Ragan, Kaitlyn Reiersen

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

ORAL COMMUNICATIONS FROM THE PUBLIC

There was no one wishing to address the Committee.

Vice Chair Edwards recused herself from the following item.

FORMATION OF PROJECT SUBCOMMITTEE FOR RIVERSIDE ALIVE PUBLIC PRIVATE PARTNERSHIP (P3) AND MIXED-USE DEVELOPMENT

Following discussion, it was moved by Member Hemenway and seconded by Chair Fierro to (1) recommend the City Council discuss the formation of an ad hoc committee with the purpose of meeting regularly with staff, city consultants, legal counsel, and the project developers to assure the continued progress of the Riverside Alive Project at their September 6, 2022, regularly scheduled meeting. The motion carried unanimously.

Vice Chair Edwards returned to the dais.

GENERAL SERVICES DEPARTMENT FLEET DIVISION AND PROPOSED STATE OF CALIFORNIA AIR RESOURCES BOARD ZERO EMISSION VEHICLE REQUIREMENTS OVERVIEW

Following discussion and without formal motion, the Committee received an overview of the City of Riverside's General Services Fleet Division.

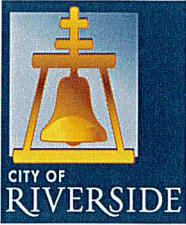
COMMUNICATIONS

ECONOMIC OPPORTUNITY UPDATE

The Committee received an update on Economic Opportunity.

PLACEMAKING UPDATE

There was no update on Placemaking.



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BRANDING/MARKETING UPDATE

There was no update on Branding/Marketing.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

There are no items for future consideration.

The meeting adjourned at 4:24 p.m.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk