



**ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING  
AGENDA**

**Wednesday, February 12, 2025**

**4:00 p.m.**

**550 E. Sixth Street, Beaumont, CA**

Materials related to an item on this agenda submitted to the Committee after distribution of the agenda packets are available for public inspection in the City Clerk's office at 550 E. 6th Street during normal business hours.

**MEETING PARTICIPATION NOTICE**

This meeting will be recorded for live streaming as well as open to public attendance. Please use the following link during the meeting for live stream access: [beaumontca.gov/livestream](https://beaumontca.gov/livestream)

Public comments will be accepted using the following options.

1. Written comments will be accepted via email and will be read aloud during the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by Committee. Comments can be submitted anytime prior to the meeting as well as during the meeting up until the end of the corresponding item. Please submit your comments to: [nicolew@beaumontca.gov](mailto:nicolew@beaumontca.gov) with "Public Comment" in the subject line.
2. Phone-in comments will be accepted by joining a conference line prior to the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by the Committee. Please use the following phone number to join the call **(951) 922 - 4845**.
3. In-person comments are accepted by notifying the City Clerk using a provided Request to Speak Form prior to the start of the Public Comment Period. Public comments shall not exceed three (3) minutes unless otherwise authorized by the Committee.

In compliance with the American Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's office using the above email or call **(951) 572 - 3196**. Notification 48 hours prior to a meeting will ensure the best reasonable accommodation arrangements.

**Regular Session**

**A. CALL TO ORDER**

Council Member Lloyd White, Council Member Jessica Voigt, City Manager Elizabeth Gibbs, Interim Community Development Director, Carole Kendrick, Chair Bette Rader, Member Ebon Brown, Member Joseph Mathews, Member Jason Doyle, Community/Business Member - DeJeanne Taylor, Community/Business Member - Ron Rader, Community Member - Richard Bennecke, Community Member Cesar Marrufo, Industry Expert Member Vicki Brannock, Youth Council Member Dailin Brown, Alternate Member - Kathleen Billinger

Action of any Requests for Excused Absence  
 Pledge of Allegiance  
 Adjustments to Agenda  
 Conflict of Interest Disclosure

**B. PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):**

*Any one person may address the Committee on any matter not on this agenda. If you wish to speak, please fill out a "Public Comment Form" provided at the back table and give it to the Committee Chair or City Clerk. There is a three (3) minute limit on public comments. There will be no sharing or passing of time to another person. State Law prohibits the Committee from discussing or taking actions brought up by your comments.*

**C. ACTION ITEMS / PUBLIC HEARINGS / REQUESTS**

**C.1 Approval of Minutes**

4

**Recommended Action:**  
 Approve Minutes dated December 11, 2024.

**C.2 Reorganization of Committee**

Selection of Chair and Vice Chair for 2025.

**D. UPDATE OF PROJECTS FROM CITY STAFF**

**D.1 Intersection Murals and Painted Crosswalks in Downtown Beaumont  
 Discussion and Direction on Potential Intersection Murals and Painted Crosswalks in Downtown Beaumont.**

7

**Recommended Action:**  
 Discuss the points outlined above and provide feedback to be forwarded to City Council.

**D.2 Establishing Economic Development Slogan  
 Proposal for Economic Development Slogan for Marketing Materials.**

13

**Recommended Action:**  
 Discussion of the proposed slogans and provide direction on the preferred option.

**E. REPORTS**

**F. TOPICS FOR FUTURE AGENDAS**

**G. ADJOURNMENT**

The next regular meeting of the Beaumont Economic Development Committee is scheduled for Wednesday, March 12, 2025, at 4:00 p.m., unless otherwise posted Online [www.BeaumontCa.gov](http://www.BeaumontCa.gov)



**ECONOMIC DEVELOPMENT COMMITTEE MEETING  
MINUTES**

**December 11, 2024  
4:00 p.m.  
550 E. Sixth Street, Beaumont, CA**

---

**Regular Session**

**A. CALL TO ORDER at 4:01 p.m.**

**Present:** Council Member Lloyd White, Council Member Jessica Voigt, Interim Community Development Director, Carole Kendrick, Chair Bette Rader, Member Von Lawson, Community/Business Member - Allen Koblin, Community/Business Member - Ron Rader, Community Member - Richard Bennecke, Business Community Member - Perry Goldstein, Industry Expert Member Vicki Brannock, Youth Council Member Dailin Brown, Alternate Member – *vacant*

**Absent:** **E. Brown, R. Moran, E. Gibbs, C. Marrufo**

Action of any Requests for Excused Absence: **Moran, Brown, Marrufo**

Pledge of Allegiance

Adjustments to Agenda: **None**

Conflict of Interest Disclosure: **None**

**B. PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):**

**No comments**

**C. ACTION ITEMS / PUBLIC HEARINGS / REQUESTS**

C.1 Approval of Minutes

**Motion by Member Bennecke**

**Second by Member Koblin**

**To approve Minutes dated October 9, 2024  
Approved**

C.2 Committee Member Positions

Consideration of a title change to the Local Developer/Economic Developer seat.

**Consensus from Committee to contact the County of Riverside Department of Economic Development to seek interest in having a standing seat on the committee. If the County accepts this invitation, the proposed change to the committee seat will be presented to City Council for approval.**

D. UPDATE OF PROJECTS FROM CITY STAFF

D.1 Pass Area Resource Center – 514 California Avenue

**Progress update on the Pass Area Resource Center.**

D.2 Downtown Beaumont Marketing Update: Supporting Revitalization and Economic Development

**This report outlines marketing efforts for Downtown Beaumont with a comprehensive overview of past, ongoing, and planned initiatives aimed at promoting the downtown area. The report also serves as a tool for transparency and decision making to ensure marketing efforts align with the City's goals for economic development, community engagement, and enhancing Beaumont's appeal as a destination.**

**Direction to market on billboards out in the desert as well.**

E. REPORTS

*White - Term as chair ended on RCTC and gave a report out from a recent I-10 corridor report with the presentation of adding express lanes from Beaumont Ave to Highway 111.*

*R. Rader - Gave a report out of an A grading given to the hospital.*

*Lawson - Leaving Mt. San Jacinto and the state for an opportunity in Arizona.*

*B. Rader - Gave an update that the Chamber Breakfast is sold out.*

*C. Kendrick - Upcoming Blizzard Bash event hosted by the City.*

F. TOPICS FOR FUTURE AGENDAS

Voigt - Ways to better identify downtown for example, painting crosswalks.

G. **ADJOURNMENT at 5:16 p.m.**

The next regular meeting of the Beaumont Economic Development Committee is scheduled for Wednesday, January 8, 2025, at 4:00 p.m., unless otherwise posted Online [www.BeaumontCa.gov](http://www.BeaumontCa.gov)



## Staff Report

**TO:** Economic Development Committee Members  
**FROM:** Joseph Cale, Management Analyst  
**DATE:** February 12, 2025  
**SUBJECT:** Intersection Murals and Painted Crosswalks in Downtown Beaumont

---

**Description** Discussion and Direction on Potential Intersection Murals and Painted Crosswalks in Downtown Beaumont.

### **Background and Analysis:**

At the most recent Economic Development Committee (EDC) meeting, the committee expressed interest in exploring the potential for incorporating intersection murals and painted crosswalks in the downtown area of Beaumont. The goal of this project is to slow down traffic, create a more vibrant, inviting atmosphere for visitors, and differentiate the downtown area from other parts of the city.

This report examines the pros and cons of such an initiative and offers potential points of discussion for the committee to consider.

### **Benefits of Intersection Murals and Painted Crosswalks**

#### **1. Traffic Calming:**

- **Visual cues for drivers:** Painted crosswalks and intersection murals can serve as visual cues that encourage drivers to reduce speed, especially in high pedestrian traffic areas. Studies have shown that painted crosswalks, especially those with bold designs, tend to reduce vehicle speeds.
- **Safety Improvements:** Slower traffic speeds can lead to safer conditions for pedestrians and cyclists. This is especially important in areas where foot traffic is expected to increase, such as in downtown centers or near popular attractions.

#### **2. Enhanced Aesthetic Appeal:**

- **Creative Expression:** Intersection murals can add vibrancy, character, and a sense of place to the downtown area. They serve as a form of public art that may become a point of pride for the local community.
- **Attract Visitors:** Aesthetic improvements such as intersection murals can act as a draw for visitors, contributing to the area's cultural identity.

Intersection murals can showcase local history, themes, or art, fostering a sense of uniqueness.

### 3. **Economic and Social Impact:**

- **Increased Foot Traffic:** By creating a visually appealing and pedestrian-friendly environment, these improvements could encourage more people to visit the area, thereby benefiting local businesses.
- **Public Engagement:** Intersection murals may present opportunities for local artists, schools, and community groups to be involved in the project, increasing community investment in the downtown area.
- **Tourism and Social Media Influence:** Well-designed intersection murals and creative crosswalks are often shared on social media, which could increase the downtown's visibility, potentially attracting more visitors and boosting local tourism.

### 4. **Low-Cost Infrastructure Improvement:**

- **Affordable Solution:** Compared to other infrastructure or traffic management solutions, painting crosswalks and intersection murals can be relatively cost-effective, especially when compared to building physical traffic barriers or adding additional signage.

## **Additional Items to Consider for Intersection Murals and Painted Crosswalks**

### 1. **Maintenance Costs:**

- **Fading and Wear:** Over time, intersection murals and painted crosswalks fade due to weather conditions, pedestrian traffic, and vehicular wear. Regular touch-ups or repaints may be required, which could potentially incur maintenance costs.
- **Vandalism and Graffiti:** Public art, including intersection murals, can be subject to vandalism or graffiti. This may necessitate additional maintenance or restoration efforts, especially if the artwork is targeted for defacement.

### 2. **Traffic Congestion Concerns:**

- **Distraction for Drivers:** Although intersection murals and painted crosswalks are designed to calm traffic, there is a possibility that overly intricate designs could distract drivers and negatively affect driving behavior if not properly executed.
- **Potential for Confusion:** If not carefully planned, the placement and design of intersection murals and crosswalks could confuse drivers or pedestrians, especially if the markings are not clear or standardized.

### 3. **Funding and Resource Allocation:**

- **Budget Constraints:** While the project may be cost-effective, there could be competing needs for city funds. Ensuring that adequate resources are



allocated for planning, implementation, and ongoing maintenance could present a challenge in the context of other city priorities.

- **Long-term Sustainability:** Ensuring that the intersection mural and crosswalk project remains financially viable long term is critical. The city may need to consider how to fund repairs, updates, and potential expansions of this initiative. City Council recently adopted a sponsorship packet and painted crosswalks could be added to the packet.

#### 4. **Community Approval and Preferences:**

- **Varied Artistic Preferences:** Intersection murals are subjective, and not everyone may agree with the designs or themes. Public input and community engagement should be considered to ensure that the project resonates with the broader community. A policy may need to be drafted and adopted to formalize the overall vision and expectation of the community.
- **Business Impact:** While some businesses may benefit from increased foot traffic, others may feel that the painted crosswalks or intersection murals distract from their own storefronts or brand identity. Understanding local business opinions will be essential.

Examples of intersection murals painted in 2021 located in Downtown Banning have been provided for reference (Attachment A).

The proposal to incorporate intersection murals and painted crosswalks into Beaumont's downtown area offers exciting potential benefits, including traffic calming, enhanced aesthetics, and increased economic activity. However, careful consideration of potential drawbacks, such as maintenance costs, traffic safety, and community preferences, will be essential to ensure that the project achieves its intended outcomes.

Murals can vary in costs depending on size, detail and the artist commissioned. Other cities have solicited donations and fundraising events to cover the costs of street murals. An on-going budget would be required for the touch-up costs and possible recommissioning depending on the fading and wear.

#### **Recommended Action:**

Discuss the points outlined above and provide feedback to be forwarded to City Council.

#### **Attachments:**

- A. Downtown Banning Intersection Paintings

# Downtown Banning Intersection Painting - 1st and Ramsey





# Downtown Banning Intersection Painting - San Geronio and Ramsey





# Downtown Banning Intersection Painting - Alessandro and Ramsey





## Staff Report

**TO:** Economic Development Committee Members  
**FROM:** Julie Van Hook, Public Information Officer  
Joseph Cale, Management Analyst  
**DATE** February 12, 2025  
**SUBJECT:** Establishing Economic Development Slogan

---

**Description** Proposal for Economic Development Slogan for Marketing Materials.

### **Background and Analysis:**

Effective marketing is crucial to helping attract businesses, investors, and residents to Beaumont. A well-crafted slogan serves as a concise and memorable message that represents the City's economic strengths and vision for the future.

Given the ongoing efforts to promote business growth, it is important to establish a clear and compelling slogan that aligns with our economic development strategy for the future.

The City has been working on developing a slogan that reflects business growth, opportunity, innovation, and quality of life. A strong slogan will:

- Reinforce City identity as pro-business
- Differentiate Beaumont from competing cities
- Serve as a point for economic initiatives and on promotional materials
- Enhance engagement with stakeholders, including businesses, investors and residents.

After considering various options, the proposed slogans have been developed:

1. Elevated and Moving Fast at the Pace of Business
2. Elevated and Business Ready
3. Elevating Business, Empowering Dreams
4. Elevate Your Vision, Build Your Future

Considerations:

- **Brand Consistency:** It is important that the slogan aligns with the City's existing branding and communications strategy. It should be easily integrated into existing marketing materials and digital platforms.
- **Audience Appeal:** The slogan should resonate with a variety of stakeholders, including entrepreneurs, investors, and the local community.
- **Memorability:** The chosen slogan should be catchy, easy to remember, and concise.
- **Adaptability:** The slogan should be flexible enough to be used in a wide range of marketing contexts, from digital media to print advertising.

**Recommended Action:**

Discussion of the proposed slogans and provide direction on the preferred option.