



**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