



**ECONOMIC DEVELOPMENT COMMITTEE MEETING  
MINUTES**

**February 12, 2025  
4:00 p.m.  
550 E. Sixth Street, Beaumont, CA**

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**Regular Session**

A. CALL TO ORDER at 4:02 p.m.

**Present:** Council Member Lloyd White, Council Member Jessica Voigt, City Manager Elizabeth Gibbs, Interim Community Development Director, Carole Kendrick, Chair Bette Rader, 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

**Absent: Member Brown**

**Introduction of new members, Billinger and Taylor**

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):

**No comments**

C. ACTION ITEMS / PUBLIC HEARINGS / REQUESTS

C.1 Approval of Minutes

**Motion by Member Bennecke  
Second by Member Marrufo**

**To approve Minutes dated December 11, 2024.**

**Approved by a unanimous vote.**

C.2 Reorganization of Committee

Selection of Chair and Vice Chair for 2025.

**Nomination of Bette Rader as chair  
Motion by Member R. Rader  
Second by Member Bennecke**

**Approved by a unanimous vote**

**Nomination of Richard Bennecke  
Motion by R. Rader  
Second by Member Marrufo**

**Approved by a unanimous vote**

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.

**Request from the committee to staff to gather estimated costs and bring back a short presentation of the downtown revitalization plan for the new members.**

**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.

**Various options of the suggested slogans were discussed and will be provided to City Council.**

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

E. REPORTS

**Staff gave an update of incoming commercial and retail businesses. Update of upcoming market nights. There will be a ribbon cutting in April for the new business hub (E.R.I.C.)**

**Bennecke** - *Shared info of the upcoming Epson Golf Tournament*

**R. Rader** - *San Geronio Hospital opened a women and family clinic.*

**Voigt** - *Beaumont Library had a groundbreaking today.*

**B. Rader** - *Announced upcoming Chamber Installation Dinner on February 27.*

**E. Gibbs** - *Gave an update of the Potrero project.*

F. TOPICS FOR FUTURE AGENDAS

+ Downtown Revitalization Update

+ Build a relationship with the County Workforce Development Department

G. ADJOURNMENT at 4:59 p.m.

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)