



**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES
Thursday, March 27, 2025**

Call to Order/Roll Call

1:00 PM

EDC MEMBERS PRESENT

Mayor Joe Baca

CITY/AGENCY STAFF PRESENT

Tanya Williams, City Manager
Christy Maire Lopez, Assistant City Attorney
Colby Cataldi, Director of Community Development
Paul Gonzales, Community Development Manager
Paul Guerrero, Economic Development Manager
Jay Garcia, Chief Building Official
Vicente Giron, Engineering Manager
Daniel Rosas, Senior Planner
Kim Dame, Administrative Analyst
Heidy Gonzalez, Administrative Assistant

PUBLIC COMMENTS

None.

REVIEW/APPROVAL OF MINUTES

Minutes from the October 23, 2024, EDC meeting – Held for approval at the next meeting

Minutes from the January 30, 2025, EDC meeting – Held for approval at the next meeting

Minutes from the March 4, 2025, EDC meeting – Held for approval at the next meeting

REPORTS/DISCUSSION ITEMS

EDC-25-0246

Foothill Food Hall/Lab – Proposed 10-Vendor Food Establishment on Foothill Boulevard

Presented by Colby Cataldi

Committee Comments/Questions/Recommendations:

Colby Cataldi discussed the Foothill Food Hall project. The applicants are looking to develop a minimum 15,000 square foot building for the purpose of a food hall on a piece of property they already own. Other potential properties were brought up for the food hall project location. If the food hall project is not feasible on their current site because of the site constraints, the backup plan would be to do infill housing in terms of a condo or townhome project. Mayor Baca mentioned swapping locations with the currently empty building located on Riverside Avenue opposite of the Metrolink station, as a food hall would be better situated closer to the downtown area.

EDC-25-0247

Community Development – Private Development Project Updates

Introduced by Colby Cataldi

Committee Comments/Questions/Recommendations:

Mr. Cataldi touched base on some key projects that are currently underway. Vicente Giron provided a brief update regarding the infrastructure and selection process for the Chick-fil-A that is projected to be built on Foothill Boulevard. Mayor Baca requested that a targeted completion date be provided for each major project.

Paul Gonzales advised that the third Dutch Bros to be built in the City is currently going through the plan check process. Mr. Gonzales describes some of the updates that will be done to the location where the Dutch Bros will be constructed.

Next on the list is the Best Western under construction on Foothill. The goal is to have this project wrapped up by the end of this year. Jay Garcia and Mr. Giron provided building and engineering updates.

Mr. Cataldi provided an update on the Beyond Mart south of the 10 freeway. They are currently completing their plans with Southern California Edison. The Beyond Mart project will bring forth a separate project for the widening of Riverside Avenue.

Mr. Cataldi advised that the Bridge project (the former Tim Howard project) has a requirement to start construction by June of this year before their permit expires. Mr. Cataldi stated the applicant feels confident they can begin work before their permit expires. Mr. Giron provided an engineering update regarding this project.

[The food lab concept owners entered the meeting and Colby Cataldi briefed them as to what was discussed regarding their project while they were not present. The applicants proceeded to discuss their project further with city staff.]

The last project discussed was the Crow project located on Baseline Avenue. Brief updates were provided.

EDC-25-0243

Economic Development Updates

Presented by Paul Guerrero

Committee Comments/Questions/Recommendations:

Mr. Cataldi discussed the vacant lot on the southeast corner of San Bernardino and Riverside. It is owned by a German family with JLL as their local real estate broker and Chris Costanzo as the developer. Their main issue at the site is contending with the Delhi Sands Flower-Loving Fly habitat. Mr. Cataldi will investigate reaching out to the City of Colton to discuss a potential joint habitat conservation plan per the direction of Mayor Baca.

Mr. Cataldi reviewed the industrial building inventory list. This list consists of warehouse buildings that have been completed, occupied, entitled, and pending construction. Paul Guerrero advised that this list will be kept current by visiting sites to confirm if they are vacant or otherwise.

Mayor Baca expressed his concern over the lack of grocery stores in the North end of Rialto. Mr. Cataldi brought up the undeveloped property on the corner of Locust and Riverside Avenue that is zoned for Commercial use as a potential site for a grocery store.

The next item discussed was the report that was run through Business License to determine how many active Hispanic restaurants are located in the City, which was a request from a previous EDC meeting. Mayor Baca had concerns that there are not enough sit-down restaurants; the list provided was composed mainly of fast-casual places. He suggested getting a restaurant like Zendejas to occupy where Cuca's used to operate. Tanya Williams inquired what the RFP process would look like for the concept of a restaurant in that location. Mr. Guerrero and Mr. Cataldi explained and answered her questions.

The business resource guide was introduced by Mr. Cataldi. The guide will be provided to new businesses trying to establish themselves in Rialto's business community.

Lastly, the ICSC conference that will be taking place in May was discussed. The City will have an upgraded booth this year and concept photos were shared. Mayor Baca would like to have a comprehensive marketing plan for the City. He also suggested coming up with a citywide slogan to incorporate at next year's conference. Ms. Williams added that she would like to have an RFP to hire a firm to do all branding for the City.

EDC-25-0244

Downtown Vacant Property

Presented by Paul Guerrero

Committee Comments/Questions/Recommendations:

Mr. Cataldi stated the number one priority of Economic Development is to take the collection of downtown real estate assets the City has and make a plan for their use, whether it's to create housing, build mixed-use commercial retail buildings, or other uses. Paul Guerrero went over a map that depicts the City owned lots in the downtown area. Mr. Guerrero reiterates the goal is to send title reports, staff reports, and resolutions, then send to HCD to do a notice of availability. This will allow the empty buildings to attract valuable occupants.

Mayor Baca would like to explore the possibility of acquiring the warehouse behind the police station and have that possibly be a new City Hall. Mr. Cataldi agreed he would talk to the developer.

Upcoming Meetings/Other Discussion Items:

The next EDC meeting is scheduled for Thursday, April 24, 2025.

ADJOURNMENT

Meeting adjourned at 2:34 p.m.