



**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES
Thursday, May 28, 2026**

Call to Order/Roll Call

1:00 PM

EDC MEMBERS PRESENT

Mayor Joe Baca
Mayor Pro Tem Ed Scott

CITY/AGENCY STAFF PRESENT

Tanya Williams, City Manager
Robert Khuu, Assistant City Attorney
Christina Taylor, Community Development Director
Daniel Casey, Community Development Director
Paul Guerrero, Economic Development Manager
Vicente Girón, Engineering Manager
Abe Abdelnour, Administrative Analyst
Heidy Gonzalez, Administrative Assistant

PUBLIC COMMENTS

None.

REVIEW/APPROVAL OF MINUTES

Minutes from the April 30, 2026, EDC Meeting. – Approved

REPORTS/DISCUSSION ITEMS

Strategic Communications Interviews

The Committee received presentations from three firms being considered to provide strategic communications and branding services for the City. Staff explained that the purpose of the project is to develop a unified City brand that can be utilized across departments, economic development initiatives, recruitment efforts, marketing materials, and digital platforms. Staff emphasized that the goal is not to replace the City's official seal, but rather to develop a modern brand identity that reflects the City's vision, values, and future direction.

The Committee discussed the importance of creating a consistent and recognizable identity for the City and noted that multiple departments currently utilize different logos and branding elements. Members emphasized the need for a unified approach that incorporates Rialto's history while presenting a modern image that reflects the City's growth, investment, and economic development successes.

Committee members discussed the importance of effectively marketing City events, capital improvement projects, economic development initiatives, public safety investments, and community amenities. Members noted that many positive developments occurring throughout the City are not widely known by residents and expressed interest in improving communication strategies to increase public awareness and community engagement.

Committee members also discussed the City's historical identity, including Route 66, agricultural roots, and longstanding community landmarks, while emphasizing the need to project a forward-looking image that highlights recent investments, redevelopment projects, public safety improvements, and future growth opportunities.

Each firm provided an overview of their proposed approach to community outreach, stakeholder engagement, branding development, marketing strategies, economic development promotion, social media management, and public communications. Firms also discussed methods for gathering community input, measuring communication effectiveness, and implementing branding elements across City facilities, publications, digital platforms, and public spaces.

Firms interviewed:

- Tripepi Smith
- Westbound Communications + 789, Inc.
- North Star Place Branding + Marketing

The Committee received the presentations and provided feedback, however no formal action was taken.

EDC-26-0363

Proposed Truck Yard – New Legend, Inc.

Presented by Daniel Casey

Committee Comments/Questions/Recommendations:

Staff provided an overview of a proposal by New Legend Inc. to convert the former Lippert Components site at 168 South Spruce Avenue into a truck yard. The project includes exterior building improvements, parking lot construction, site landscaping, screening walls, and restriping for trailer storage.

Staff advised that traffic, air quality, and environmental studies will be required as part of the entitlement process. Committee members discussed truck routing, site improvements, employment opportunities, and the condition of the existing facility. The Committee expressed support for staff continuing to process the application through the required review process.

EDC-26-0364

Planning Entitlement and Building & Safety Plan Review Status Reports

Presented by Daniel Casey

Committee Comments/Questions/Recommendations:

Staff provided updates regarding recently approved and active development projects, including the Renaissance Residential Phase II project, a new industrial development, and the McDonald's project approved by the Planning Commission.

Staff also discussed new project applications under review. Committee members requested updates regarding future commercial tenants within the Renaissance Marketplace expansion area as information becomes available.

Upcoming Meetings/Other Discussion Items:

Committee members discussed upcoming City projects and events, including the all-inclusive playground, Veterans Memorial project, and ongoing economic development initiatives.

ADJOURNMENT

Meeting adjourned at 3:28 P.M.