

City of Corona

*400 S. Vicentia Ave.
Corona, CA 92882*

Study Session Minutes - Draft

Wednesday, October 26, 2022

Council Chambers 4:00 PM



**CITY COUNCIL/SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF
CORONA/CORONA PUBLIC FINANCING AUTHORITY/CORONA UTILITY
AUTHORITY/CORONA HOUSING AUTHORITY MEETING**

**Wes Speake, Mayor
Tony Daddario, Vice Mayor
Jacque Casillas, Council Member
Tom Richins, Council Member
Jim Steiner, Council Member**

****Revised agenda on October 24, 2022 at 5:20 p.m.**

Item 1 - Presentation was revised.**

The Study Session meeting of October 26, 2022, will be conducted in person. Members may attend in person or remotely. To participate remotely, please use the following link:

<https://coronaca-gov.zoom.us/j/83964335492>

Rollcall

Present: 3 - Wes Speake, Jacque Casillas and Tom Richins

Absent: 2 - Tony Daddario and Jim Steiner

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Jacob Ellis, City Manager.

CONVENE OPEN SESSION

Mayor Speake called the meeting to order at 4:03 p.m.

COMMUNICATIONS FROM THE PUBLIC

None.

AGENDA ITEMS

1. Discussion on building and grading permit fees for infill lots in the City's Historic District.

Joanne Coletta, Planning and Development Director, introduced the item and provided a presentation highlighting the following: Downton Specific Plan Boundary, Permit Fees vs Development Impact Fees, City Plan Check and Permit Costs for New Single Family Residential Construction, Development Impact Fees Collected by City with New Construction, Other Service Fees & Securities Collected by City with New Construction, Total Fees Per Single Family Residential Unit, Fees with Reduction Applied to Plan Check & Permit/Inspection Fees, Pros and Cons, and Options.

The Council discussed the item and had inquiries. Ms. Coletta, Tom Moody, Director of Utilities, and Kim Sitton, Finance Director, provided clarification.

Joe Morgan, resident, addressed the Council to express his concerns with the item.

2. Communications Plan Update.

Shaughn Hull, Chief Communications Officer, and Cindy Solis, Public Information Officer provided a report. They provided a presentation highlighting the following:

Digital Engagement Roadmap, Fiscal Year 2022 Digital Engagement Objectives, Objective 1 - Reimagine Corona's Brand, Identity, and Story, Objective 2 - Increase Subscribers and Engagements, Objective 3 - Make Our Live Broadcast Amazing, Objective 4 - Target Audience Playbook, Where We Are Today, Where We're Headed, Big Picture Customer Service Relations (CRM) Explainer, and Salesforce Implementation Timeline.

The Council provided comments and feedback.

Joe Morgan, resident, addressed the Council to provide concerns with the item.

3. Branding Research Findings.

Shaughn Hull, Chief Communications Officer, introduced the consultant, Pastilla. Kaitlin Hook, Senior Account Manager, Tyron Akal, Brand Strategist, and Youna Jang, Creative Art Director, provided a presentation highlighting the following: Community Engagement Executive Summary, Community Engagement Key Findings, Surveys, Community Meetings, Focus Groups, Farmer's Market, Summer Concert, Digital Surveys, City Staff Workshops, Extensive Interview, History Elements and Brand Identity, Strategic Recommendations, and the Project Timeline.

The Council provided comments and feedback.

The following residents addressed the Council to provide feedback on the Branding Project: Cari Smith and Joe Morgan.

ADJOURNMENT

The next scheduled meeting of the Council is November 1, 2022. Mayor Speake adjourned the meeting at 6:13 p.m.