

City of Corona

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

Study Session Meeting Minutes - Draft

Wednesday, February 15, 2023

Council Chambers 4:30 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**

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

Rollcall

Present: 5 - Tony Daddario, Tom Richins, Jacque Casillas, Wes Speake and Jim Steiner

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Council Member Casillas.

CONVENE OPEN SESSION

Mayor Daddario called the meeting to order at 4:33 p.m.

COMMUNICATIONS FROM THE PUBLIC

None.

AGENDA ITEMS

1. Branding Update.

Shaughn Hull, Chief Communications Officer, introduced the item and consultants. Rudy Manning, Pastilla Founder and Creative Director, and Tyron Akal, Account Manager and Brand Strategist, provided a presentation on the following: City of Corona Brand Identity Presentation, Presentation Purpose, City Brand Strategy, Positioning Statement, Key Emotional Benefits, Brand Promise, Brand Value, Tagline, The Brand's Historical Visual Elements, and Branding Timeline.

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

The Council provided comments regarding the proposed item.

ADJOURNMENT

The next scheduled meeting of the Council is February 15, 2023. Mayor Daddario adjourned the meeting at 5:15 p.m.