



City of Corona

400 S. Vicentia Ave.
Corona, CA 92882

Minutes - Draft

Public Services Committee

VICE MAYOR JIM STEINER
COUNCIL MEMBER YOLANDA CARRILLO

ADVISORY MEMBER
PARKS & REC COMMISSIONER
LIBRARY BOARD OF TRUSTEE REPRESENTATIVE

Wednesday, September 4, 2019

3:00 PM

Council Board Room

1. Call To Order

The meeting was called to order by Vice Mayor Jim Steiner at 3:03 p.m. with Council Member Jacque Casillas as the alternate for Council Member Yolanda Carrillo. In addition to the Committee Members, the following individuals were in attendance:

Mitch Lansdell, Acting City Manager Naomi Ramirez, Management Svcs. Asst.
Tracy Martin, Utilities Project Manager Jason Lass, Recreation Svcs. Manager
David Montgomery-Scott, Library & Recreation Svcs. Dir.
Abigail Schellberg, Library & Recreation Svcs. Asst. Dir.

Others Present:

Michelle Wentworth, Parks & Recreation Commission
Connie Newhan, Library Board of Trustees
Joe Morgan, Resident

2. Public Comments

None.

3. Agenda Items

- A. [19-0786](#) Discussion regarding Voluntary Utility Bill Donations to Offset City Projects and Programs.
(Library and Recreation Services)
Action: Information & Discussion

Attachments: [Donation Program Presentation](#)

Ms. Tracy Martin introduced a proposal for a community funding concept, a voluntary monthly donation through the utility bill. Through this program the City has potential to collect many small donations that can be pooled for a larger purpose. The resident can opt in and provide a one-time donation or select to donate a certain amount each month. The goal is to provide a way

to help fund park enhancements that the community expresses desire for.

Mr. Mitchell Lansdell, Acting City Manager, inquired about the possibility of partnering with the Parks Foundation so the donation can provide residents with the tax write off option.

Ms. Martin provided the program foundational concepts and noted the project/program specific with a dedicated web page that can provide updates, program descriptions, etc. She noted that the concept for the proposal is used in many cities and provide the Committee with more detail on a few cities that currently have a similar type of program in place. Ms. Martin provided the next steps of the proposed project. She explained that the first thing is to develop and adopt a policy, and identify projects and extra amenities. Staff would also work with the Department of Water and Power and Finance on billing set-up. As well as develop digital media, promote the program, and enroll participants. She noted that staff would bring a draft policy before all appropriate Committees and Commissions before adoption.

Vice Mayor Jim Steiner inquired about any cost associated with setting up or promoting the program. Staff responded that any additional cost would be for the printing of the inset in the utility bill. Staff mentioned they can also use media to promote possible program partnerships with other organizations to help cover costs.

Council Member Jacque Casillas inquired about department infrastructure and its ability to take on a new task such as this. Staff noted that the utility billing system can be configured to process this type of request and program.

Ms. Michelle Wentworth, Parks and Recreation Commission Chair, commented on having a general "park improvements" donation option to start the program and gauge the participation and success of program.

Ms. Connie Newhan, Library Board of Trustee Chair, commented on having multiple projects available for residents to choose where their donation will be used. This option may engage more residents to participate for projects they have interests in.

Mr. Joe Morgan, Resident, commented that having the donation added to your utility bill may be viewed with negative results, and suggested that possibly separating the donation option from the utility bill may generate more participation.

Council Member Casillas noted the proposed program is a creative way to

help fund goals that are beneficial to residents and City.

The Committee is in favor of moving forward with proposed program.

4. Adjournment

The meeting was adjourned at 3:21 p.m.