



## Minutes - Draft

### Finance, Legislation & Economic Development Committee

**MAYOR JASON SCOTT**  
**COUNCIL MEMBER JACQUE CASILLAS**

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Wednesday, October 2, 2019

9:30 AM

Council Board Room

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#### 1. Call To Order

The meeting was called to order by Mayor Jason Scott at 9:32 a.m. In addition to the Committee Members, the following individuals were in attendance:

Mitch Lansdell, Acting City Manager  
Michele Nissen, Assistant City Manager  
Kerry Eden, Asst. City Mgr. /Admin Svcs. Dir.  
Kim Sitton, Finance Manager III  
Naomi Ramirez, Management Svcs. Asst.  
Ryan Cortez, Econ. Dev. Coordinator

#### Others Present:

Ken Brown, HdL Comp.  
Karen Alexander, Planning and Housing Commission  
Don Kindred, Resident

#### 2. Public Comments

None.

#### 3. Agenda Items

- A. [19-0859](#) Update of Sales Tax Information by HdL.  
(Administrative Services)  
Action: Information & Discussion

Mr. Ken Brown, HdL Companies, provided the Committee with the sales tax update for the second quarter in 2019. Mr. Brown noted that the second quarter reflected activity for the months of April - June. He noted that Coronas receipts were above the second sales period in 2018, excluding reporting aberrations, actual sales were up 2.5%. Mr. Brown mentioned the recent rainfall in the first quarter (January - March) and seasonal times had temporarily depressed results. However, there was a surge in the sales of contractor supplies in the second quarter. Mr. Brown presented the regional report for the 2019 second quarter. He noted that the adjusted sales tax growth was based on per capita sales and provided a

comparison of surrounding cities and regions. He continued to provide the Committee with Coronas top four major industry groups and noted Building and Construction category was at an all time high for this quarter. Mr. Brown then noted the remaining categories and provided detail on the sales tax reported for each category. Mr. Brown concluded his update by providing the Committee with Coronas adjusted point of sales - sales tax trend.

The Committee thanked Mr. Brown for the update.

**B.**     [19-0860](#)

Economic Development Update.  
(Management Services)  
Action: Information & Discussion

Mr. Ryan Cortez, Economic Development Coordinator, gave a brief update on development activity within the City. Mr. Cortez noted that Economic Development staff attended the International Council of Shopping Centers Western Regional Conference in Los Angeles. Mr. Cortez shared that at the conference staff met with over seventy-five interested parties comprised of businesses, real estate brokers, and developers.

Mr. Cortez shared with the Committee that there are large amounts of activity and general interest for properties near Sixth and Main as well as the North Main Street Corridor due to significant projects including Lazy Dog Café, Corona Mall Redevelopment, City of Hope Expansion. He also noted that Downtown Corona is receiving significant amounts of attention and interest primarily due to the Corona Mall rehab project.

Mr. Cortez shared that Economic Development will be hosting the Naval Surface Warfare, Corona Divisions Industry Day once again tentatively scheduled for June 11, 2020.

The Committee Commended Economic Development staff for their efforts

#### **4. Adjournment**

The meeting was adjourned at 10:10 a.m.