

City of Corona

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

Study Session Minutes - Draft

Wednesday, May 26, 2021

Council Chambers 3:30 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**

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

Rollcall

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

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Mayor Casillas.

CONVENE OPEN SESSION

Mayor Casillas called the meeting to order at 3:30 p.m.

COMMUNICATIONS FROM THE PUBLIC

None.

AGENDA ITEMS**1. Discussion on Upcoming Economic Development Strategic Plan.**

Jessica Gonzales, Economic Development Director, introduced the item and the presenters, Lynn Kelly-Lehner, Project Manager and Jim Simon, Principal of Rosenow Spevacek Group.

Ms. Kelly-Lehner and Mr. Simon provided an overview of the following: Strategic Goals, Economic Development Programs, Economic Development Strategic Plan Process, Key Analysis Elements - Economic Research and Community Engagement, Priority Identification, Oroville Economic Development, Strategic Plan and Annual Review, Elevating Community, and Leveraging Opportunity.

The Council discussed the presentation and had inquiries. Ms. Kelly-Lehner and Ms. Gonzales provided clarification.

2. Discussion on Community Engagement Roadmap.

Shaughn Hull, Chief Communications Officer, provided a presentation. He provided an overview of the following: Why Digital Media, The Big Problem, Solving the Big Problem, Measurable Objectives, Vision and Goal, Compete for Digital Engagement, and The Digital Engagement Journey.

The Council discussed the presentation and had inquiries. Mr. Hull and Jacob Ellis, City Manager, provided clarification.

Elizabeth Hayden, resident, addressed the Council regarding the roadmap update and provided communication suggestions.

Joe Morgan, resident, addressed the Council regarding the roadmap update.

ADJOURNMENT

Mayor Casillas adjourned the meeting at 4:53 p.m. The next scheduled meeting of the Council is June 2, 2021.