

FINANCIAL PERFORMANCE AND BUDGET COMMITTEE

MINUTES

City of Arts & Innovation

FRIDAY, AUGUST 12, 2022, 1 P.M.
PUBLIC COMMENT IN PERSON/TELEPHONE
ART PICK COUNCIL CHAMBER
3900 MAIN STREET

PRESENT: Chair Hemenway, Vice Chair Cervantes, and Member Fierro

ABSENT: None

STAFF PRESENT: Carmen Soto, Matthew Taylor, Jonathan Marks, Ben Hathaway, Miguel Lujano, Chris Christopoulos, Kristie Thomas, and Mitch Mason

Chair Hemenway convened the meeting at 1:00 p.m.

ORAL COMMUNICATIONS FROM THE AUDIENCE

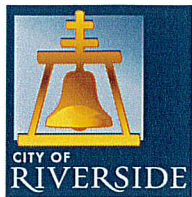
Jennifer Gamble spoke on creating more historic districts and requested that the Committee review the need for a Historic Preservation Officer and the revenue from increased Mills Act applications.

REQUEST FOR PROPOSAL 2188 BY OUTFRONT MEDIA FOR CITYWIDE OUTDOOR DIGITAL MEDIA SIGNAGE PROGRAM AND BILLBOARD ADVERTISING TO GENERATE REVENUE FROM CITY-OWNED PROPERTY

Following discussion, it was moved by Member Fierro and seconded by Member Cervantes to direct staff to (1) prepare Request for Proposal (RFP) that updates the scope of services to ensure (a) a comprehensive sign program (b) replace "or with "and" for proposal to read "Freeways **and** Arterial signs" (c) descriptive language to encourage respondents to choose highly likely successful locations (d) application process for declassification eligibility or justification (e) plans to respond to neighborhood concerns and opposition and (f) State mandates on advertising; (2) explore the possibility of bifurcating signs; (3) eliminate identified locations not viable and less likely to succeed; (4) provide map of recommended locations; and (5) return to Committee with proposed RFP for review. The motion carried unanimously.

BUSINESS TAX DISCOVERY PROGRAM

Following discussion, it was moved by Member Fierro and seconded by Vice Chair Cervantes to (1) receive an update on the current status of the City's Business Tax Discovery program and overall compliance rate; (2) recommend the City Council approve and implement the amnesty program Option 3 – Collect Back Taxes, no Penalties; (3) recommend to the City Council to direct staff to implement standard procedures for all new discoveries following the amnesty program timeframe in



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compliance with the Riverside Municipal Code, including assessment of penalties and back taxes; and (4) direct staff to return to the Financial Performance and Budget Committee in one year to provide an update on the outcome of the amnesty and discovery program and report on the resulting revenue enhancements. The motion carried unanimously.

ITEMS FOR FUTURE COMMITTEE CONSIDERATION

Member Fierro requested a report on the creation of historic districts made during Public Comment. Chair Hemenway requested a study on what opportunities may be lost by not being able to create more historic districts.

The meeting adjourned at 2:17 p.m.

Respectfully submitted,

CARMEN SOTO
Deputy City Clerk