



# City of Kingsburg

1401 Draper Street, Kingsburg, CA 93631-1908  
(559)897-5821; (559)897-5568

Michelle Roman  
Mayor

Laura North  
Mayor Pro Tem

COUNCIL MEMBERS  
Sherman Dix  
Vince Palomar  
Jewel Hurtado

Alexander J. Henderson  
City Manager

## CITY OF KINGSBURG FINANCE COMMITTEE REGULAR MEETING

### AGENDA

October 27, 2020  
6:00 p.m.

**VIA TELECONFERENCE PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM. THE COUNCIL CHAMBER WILL BE OPEN AT 25% CAPACITY (including Committee Members and City Staff) TO THE PUBLIC. PUBLIC WILL ALSO HAVE THE OPTION TO CALL 1 (559) 207-3003 PASSCODE 5821 TO PROVIDE COMMENTS ON AGENDA ITEMS. WRITTEN COMMENTS CAN STILL BE SUBMITTED BY MAIL OR EMAIL TO APALSGAARD@CITYOFKINGSBURG-CA.GOV. THE CUT OFF FOR WRITTEN COMMENTS IS 10/27/2020 at 4:30pm. THEY WILL NOT BE READ OUT LOUD.**

1. **Call to order** – Chairman Sherman Dix
2. **Public Comments** - Any person may directly address the Committee at this time on any item not on the agenda, or on any item that is within the subject matter jurisdiction of the Committee. A maximum of five minutes is allowed for each speaker.
3. **Approval of Minutes** –Approve minutes from the August 25, 2020 Finance Committee Meeting as prepared by City Clerk Abigail Palsgaard.
4. **Façade/Alley Improvement Program Funding**  
Possible Action(s):
  - a. Presentation by Member Henderson
  - b. Committee Discussion
  - c. Action as deemed appropriate
5. **Other Business**
6. **Adjourn** - to the next regular meeting of the City of Kingsburg Finance Committee.

**Kingsburg Finance Committee  
Regular Meeting Minutes  
August 25, 2020**

**VIA TELECONFERENCE PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM. THE COUNCIL CHAMBER WAS BE CLOSED TO THE PUBLIC. PUBLIC HAD THE OPTION TO CALL 1 (559) 207-3003 PASSCODE 5821 TO PROVIDE COMMENTS ON AGENDA ITEMS. WRITTEN COMMENTS COULD BE SUBMITTED BY MAIL OR EMAIL TO APALSGAARD@CITYOFKINGSBURG-CA.GOV. THE CUT OFF FOR WRITTEN COMMENTS WAS 8/25/2020 at 4:00pm. THEY WERE NOT BE READ OUT LOUD.**

**Call to order:** Chairman Sherman Dix called the meeting to order at 6:02pm.

**Members present:** Alma Colado, Alexander Henderson, Michelle Roman and Chairman Sherman Dix.

**Member absent:** None.

**Staff present:** City Clerk Abigail Palsgaard.

**Public Comments:** None.

**Approval of Minutes:** Member Roman motioned, seconded by Member Henderson, to approve minutes from the April 28, 2020 Finance Committee Meeting as prepared by City Clerk Abigail Palsgaard. The motion passed by roll call vote.

**Proposed 2019-2020 Budget Amendments**

Member Colado reviewed the budget at the end of the fiscal year. There are 32 line items that need to be adjusted with approval from the Committee and then approved by Council.

Chairman Dix asked if they are COVID related. Member Colado said it is a timing issues. Member Dix asked about Measure E revenue. Member Colado said the revenue was higher than projected. Member Roman asked when we will receive revenue from Pro 56 grant. Member Colado think it is quarterly based. Member Henderson said they will research when we get the revenue.

Member Roman motioned, seconded by Member Henderson, to recommend the budget amendments to council. The motion passed by roll call vote.

**Other Business**

Chairman Dix said he would like a presentation on potential uses of the impact fee funds, or the plan. Member Henderson said he would be happy to do that. Chairman Dix would also like to know what housing is in anticipation that can add to the balances. Member Roman said Measure E, sales tax is good. Is there a dip in property taxes? Member Henderson said we are still waiting to see how Measure E is affected as sales tax is in the rears. As far of property tax, not yet, we receive our first teeter in December of each year. Chairman Dix said property tax is usually paid because the banks do not want to lose their property to the county.

**Adjourn:** The meeting was adjourned to the next regular meeting at 6:16pm.



Meeting Date: 10/27/2020  
Agenda Item: 4

**FINANCE COMMITTEE MEETING STAFF REPORT**

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**REPORT TO:** Chairman Dix and Committee Members  
**REPORT FROM:** Alexander J. Henderson, City Manager; ICMA-CM **REVIEWED BY:** AP  
**AGENDA ITEM:** Façade/Alley Improvement Program Funding  
**ACTION REQUESTED:**  Ordinance  Resolution  Motion  Receive/File

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**EXECUTIVE SUMMARY**

One of the city’s most used incentive programs is the façade/alley improvement program. The program, adopted in 2015, has provided matching funding for eligible businesses to improve their facades or to partner to improve public alleyways for pedestrian/business uses. The program is designed to encourage economic investment and revitalization to buildings within the central commercial zone district (“District”). The appearance of individual buildings, storefronts, signs, window displays, parking lots, and sidewalks establishes the visual character of the District and plays a major role in the success of the District.

Since inception, the program has provided funding for 34 projects that include façade enhancement, business signage, lighting, landscaping and alleyway improvements. Originally, the program provided matching funding up to \$5,000. That amount was amended in 2019 and increased to \$10,000 of matching funds per qualifying project.

For FY2021, the council approved \$50,000 for the program. Currently, all funding has been either reimbursed or has been encumbered for projects currently underway and/or approved. While we have received additional applications/inquiries, staff is not currently processing any additional applications due to funding limitations. Given these projects often involve private investment above the city’s matching contribution, staff is recommending that the finance committee consider allocating an additional \$50,000 to the program with funding transferred from the city’s economic stabilization fund, which currently has a balance of \$470,508.

Staff’s recommendation is that these improvements not only add to the aesthetic enhancement, but also increases property values and the potential for commercial space to remain filled. Each of these provides a financial return on investment to the city in the form of property tax and sales tax revenues.

**RECOMMENDED ACTION BY CITY COUNCIL**

1. *Staff recommends that the Finance Committee recommend that the council approve a budget amendment for an additional \$50,000 to support the façade/alley matching grant program.*

**POLICY ALTERNATIVE(S)**

1. N/A

**STRATEGIC INITIATIVE**

1. Ensure Financial Stability
2. Increase Retail Opportunities

**FINANCIAL INFORMATION**

**FISCAL IMPACT:**

- |                              |                     |
|------------------------------|---------------------|
| 1. Is There A Fiscal Impact? | <u>Yes</u>          |
| 2. Is it Currently Budgeted? | <u>No</u>           |
| 3. If Budgeted, Which Line?  | <u>General Fund</u> |

**PRIOR ACTION/REVIEW**

None.

**BACKGROUND INFORMATION**

See Executive Summary.

**ATTACHED INFORMATION**

1. Current Project

**20/21** Initial Budgeted Amount \$ 50,000.00

Permit #	Applicant	Address	Business Name/Project	Amount (up to)	Status
20/21-1	7/13/2020 Michaud	1440 Draper	Model Drug/Coddington/J&L - façade	\$ 5,000.00	Completed; paid
18/19-8	4/30/2019 Connor	1500 Marion	London Properties - façade	\$ 10,000.00	Completed; paid
18/19-9	4/30/2019 Connor	1510 Marion	London Properties - façade	\$ 10,000.00	Completed; paid
19-20-3	2/1/2020 Connor	1520 Marion	London Properties - façade & alley	\$ 10,000.00	Completed; paid
20/21 -2	7/31/2020 Dix	1332 Draper	Village Mall - façade, signage & lighting	\$ 10,000.00	Partially complete; partially paid
20/21-3	8/24/2020 Sons	1536 California	Deli Casa - Outdoor area	\$ 5,000.00	Approved; not complete
20/21	10/19/2020 Carlson	1398 Smith	KIA - façade & lighting		Not processed (funding)
			Amount Remaining	\$ -	