

**Kingsburg Finance Committee
Regular Meeting Minutes
March 27, 2023**

Call to order: Chairman Brandon Pursell, Jr. called the meeting to order at 5:01pm.

Members present: Alma Colado, Alexander Henderson, Staci Smith and Chairman Brandon Pursell, Jr.

Member absent: None.

Public Comments: None.

Approval of Minutes: Member Henderson motioned, seconded by Member Smith, to approve the minutes from the February 27, 2023 Finance Committee Meeting as prepared by City Clerk Abigail Palsgaard. The motion passed with an unanimous voice vote.

Chamber of Commerce Independence Day Celebration Financial Request

City Manager Alexander Henderson said the Kingsburg Chamber of Commerce has organized, fundraised, and provided the necessary labor to conduct the annual Independence Day Celebration (IDC). The IDC has been celebrated on July 3rd for the past several years. The ancillary activities of the event differ from year to year, but the major component, the aerial fireworks, are consistent. This year they are requesting an additional \$10,000 for this year's show.

Reggie Gierke, Chamber of Commerce President, said it is hard to gather gate fees, there are no incentives for people to sit inside the bowl. They have looked at charging for parking- Caltrans and the Kingsburg Police Department are not a big fan of that, it backs up on Sierra Street. Mr. Gierke said it is harder and harder to fundraise. The Chamber is asking for an additional \$10,000 to make the contribution to \$15,000. The High School doesn't want a ground show due to their track. There is also an issue of having volunteers for the day of and the clean up the day after.

Chairman Pursell, Jr. asked if the Chamber charges for food trucks. The Chamber said yes, at \$150/each, they raise about \$500. Member Henderson asked if there is a ground show- will there be a big sponsor? Barbara Little, Executive Director of the Chamber of Commerce, said no, the person who usually sponsored is focused on his health now. Member Smith asked about how they got the \$12,000 income in 2019 if they didn't take gate amounts. Mr. Gierke said they have a carry over of \$10,000 from the year before.

Chairman Pursell, Jr. asked if this is a onetime ask or annual ask? He supports it but would like to see them still ask for donations. Mr. Gierke shared the Facebook poll. A ground show was discussed, along with the possibility of having a shorter show to save money. Chairman Pursell, Jr. said he didn't know how the Chamber events are ran from volunteer hours until he was the liaison to Chamber Board. Without the volunteer hours, these events would not exist.

The Committee discussed the Lion's Club donation for this year. Member Smith has an issue with not charging for parking. It is not unusual to charge for parking since they do it for all of the football games. The Committee discussed how these extra funds should be a side letter. Chairman Pursell, Jr. would like to hear public input on what events are important to them. Linda Nielsen, Chamber of Commerce, said she is opposed for the Chamber incurring more costs for the fireworks show.

Asst. City Manager/Admin. Services Director Christina Windover said the City has hired a trolley driver and thought it would be good to have the trolley go downtown. Member Colado said it is nice event for

the community, she would not like to see it go away. She does question adding more than 50% as City funds to the event.

Chairman Pursell, Jr. motioned, seconded by Member Henderson, to forward the request to council for review for a onetime \$15,000 payment with full contract review in the future. The motion passed with an unanimous voice vote.

Strategic Planning Update – Consideration of Agreement with a Professional Facilitator

Christina Windover, Asst. City Manager/Admin. Services Director reviewed the two proposals for the upcoming Strategic Plan, the current one is for 2018-2023. One difference is in the community feedback. Member Smith asked if it is useful to have more drafts. Member Henderson said in 2018 we didn't have drafts, it didn't seem needed. Member Smith likes the approach of engaging the public with focus groups. Chairman Pursell, Jr. asked if this is worth \$25,000? Member Colado said yes, but has other cities used this company locally? The Committee reviewed the list of cities that have used them, there are some in California, none in the central valley. Member Smith found it very useful in 2018 to work directly with department heads in this process. Member Smith motioned, seconded by Member to Colado, to recommend Council accept The Mejorando Group's proposal. The motion passed with an unanimous voice vote.

Other Business

Member Henderson told the Committee a credit card policy will be coming to the Finance Committee.

Adjourn: The meeting was adjourned to the next regular meeting at 5:51pm.

Submitted by:

Abigail Palsgaard, City Clerk