

BUDGET, INVESTMENT & TECHNOLOGY COMMISSION MINUTES
WEDNESDAY, APRIL 27, 2022 – 4:00 PM
ANAHEIM CITY HALL

MEMBERS PRESENT: Rajesh Arora, Paul Dallura, Jorge Gavino, Christopher Nguyen,
Rory Zaks

MEMBERS ABSENT: John Noteboom

STAFF PRESENT: Debbie Moreno, D'Anne Lee, Marnie Hunter

GUESTS PRESENT: Sergio Ramirez, Greg Garcia

CALL TO ORDER

The meeting was called to order at 4:03 p.m.

PUBLIC COMMENTS

None

APPROVAL OF MINUTES FOR MARCH 23, 2022

Commissioner Dallura made a motion to approve the March 23, 2022 minutes. The motion was seconded by Commissioner Zaks. 4 Ayes; 0 Nays; 0 Abstention

ECONOMIC DEVELOPMENT PRESENTATION

Economic Development Director Sergio Ramirez introduced himself and gave a presentation. The Economic Development Department is a newly formed department; its aim is to help drive new revenue, attract investment, attract stakeholders, and develop key relationships with the business community and property owners. Mr. Ramirez talked about some prospective projects including OC Vibe, the Angel Stadium, and Disney Forward. Mr. Ramirez is hopeful that the City's Transient Occupancy Tax (TOT) revenues remain robust given the economic boost that Disneyland's Star Wars Galaxy's Edge and the Avenger Campus offer. Sergio talked about the City's previous efforts and successes in attracting high-end hotels. The addition of The Westin, J.W. Marriott, and Radisson Blu as full service hotels has proven to be positive as evidenced by strong occupancy rates. Mr. Ramirez suggested that the success of these hotels could help attract additional 4-diamond hotel projects and perhaps influence the average daily rates and lengths of stay amongst other hotel classes. Mr. Ramirez talked about some of the vision undertaken by the former Redevelopment Agency. He would like his department to help expound upon that vision. People have been pleased with the Packing House, Farmer's Park, Anaheim breweries, Center Street Promenade, Anaheim Ice and the surrounding residential neighborhoods that evolved alongside this collection of businesses. He would now like to look at incorporating an updated plan to the nearby Von's shopping center located at Lincoln Avenue and Anaheim Boulevard. The Canyon remains an industrial area and center for manufacturing, innovation and business. Work needs to be done to rebrand and highlight the existing businesses in this 2,600-acre area. Efforts are continuing on realizing the "Rebuild Beach Boulevard" ideal, including commercial rehabilitation and acquisition of property just south of 39 Commons. The City is working on disposing of the last few properties in the former Redevelopment Agency's portfolio. This process could help with new sales and property taxes as these sites are developed. Commissioners asked about thoughts on transportation like a monorail system, shuttles, and buses in the resort area. They also asked about attracting large businesses, marketing the City, business outreach strategies, the Economic Development's budget, former Redevelopment Agency debt service, crowdsourcing, and grant consolidation. Assistant City Manager Greg Garcia talked about some of his

experiences with grant processes, grant management, and state and federal earmark funding.

BUDGET UPDATE

The Finance Department Budget team has been meeting with the City Manager's office and departments as part of the ongoing budget process. Finance Director Debbie Moreno advised that revenues are still performing well. Commissioners asked if there has been any evidence of a slow-down in our local economy. At this point revenue numbers have not supported that. TOT numbers remain positive and the latest sales tax numbers are not yet available.

GOAL SETTING

The Commission would like to have the public safety departments provide presentations in the fall.

ITEMS BY COMMISSION MEMBERS

Commissioner Dallura shared that it was nice working with former Commissioner Leonard Lahtinen and he also commented on the Anaheim Stadium sale. Commissioner Zaks has compiled listings on recent public safety grants that he would like to share with staff.

ADMINISTRATIVE ITEMS

The next Commission meeting is scheduled for May 25, 2022.

ADJOURNMENT

Commissioner Arora adjourned the meeting at 5:04 p.m.

Respectfully submitted,
Marnie Hunter, Secretary