



**Isabel Aguayo,
Mayor**



**Annette C. Delgadillo,
Vice Mayor**



**Peggy Lemons,
Councilmember**



**Brenda Olmos,
Councilmember**



**Vilma Cuellar Stallings,
Councilmember**

IN MEMORIAM



Tom Hansen

AUGUST 12, 1945 – MAY 31, 2023

- Decades of public service in Paramount
- Parks and Rec Commissioner (beginning in 1970s)
- Planning Commissioner (1996-2003)
- Councilmember (2007-2020)
- Mayor
 - (2010)
 - (2015)
 - (2019)



THE CITY
Safe, Healthy, and Attractive

PLEDGE OF ALLEGIANCE

DR. LINDA TIMMONS, UNITY IN THE COMMUNITY



CITY OF PARAMOUNT



THE CITY
Safe, Healthy, and Attractive

PASTOR LARRY JAMESON LIFEGATE CHURCH



CITY OF PARAMOUNT

INVOCATION



THE CITY
Safe, Healthy, and Attractive

PLEDGE OF ALLEGIANCE

DR. LINDA TIMMONS, UNITY IN THE COMMUNITY



CITY OF PARAMOUNT

RECOGNITION



**Isabel Aguayo,
Mayor**



**Annette C. Delgadillo,
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Councilmember**



**Brenda Olmos,
Councilmember**



**Vilma Cuellar Stallings,
Councilmember**



THE CITY
Safe, Healthy, and Attractive

MAYOR'S AWARD OF EXCELLENCE

JUDY DIAZ



CITY OF PARAMOUNT

PRESENTATION



THE CITY
Safe, Healthy, and Attractive

HYNE'S D.E.S. 100TH ANNIVERSARY



CITY OF PARAMOUNT

CERTIFICATE OF RECOGNITION



THE CITY
Safe, Healthy, and Attractive

LGBTQ PRIDE MONTH



CITY OF PARAMOUNT

PROCLAMATION



THE CITY
Safe, Healthy, and Attractive



JUNTEENTH



CITY OF PARAMOUNT

PROCLAMATION



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MATT KNABE PEP BOARD MEMBER



CITY OF PARAMOUNT

CERTIFICATE OF RECOGNITION



THE CITY
Safe, Healthy, and Attractive

PARAMOUNT EDUCATION PARTNERSHIP (PEP)



CITY OF PARAMOUNT

PRESENTATIONS



THE CITY
Safe, Healthy, and Attractive

EDUCATION MONTH



CITY OF PARAMOUNT

PRESENTATIONS



**Isabel Aguayo,
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Councilmember**



ORAL REPORT

ECONOMIC DEVELOPMENT UPDATE

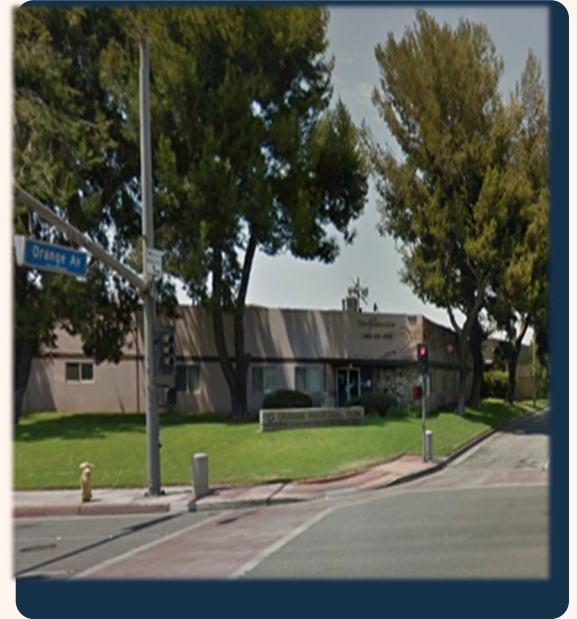
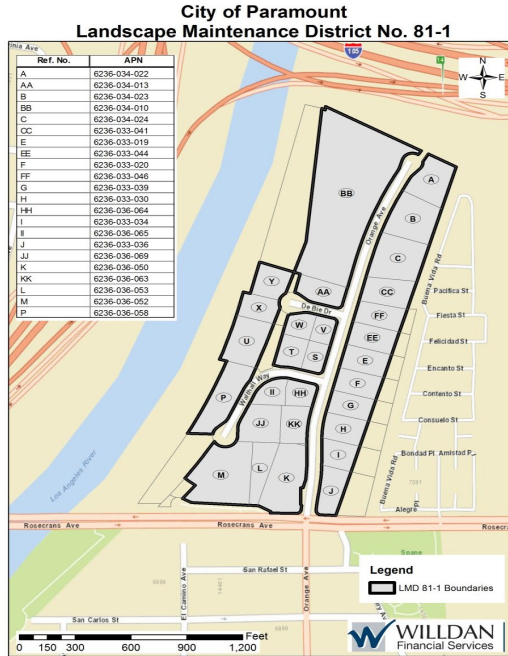




RESOLUTION NO. 23:021

ANNUAL ASSESSMENT FOR LANDSCAPE MAINTENANCE DISTRICT NO. 81-1

Landscape Maintenance District No. 81-1



RECOMMENDED ACTION

- It is recommended that the City Council read by title only and adopt Resolution No. 23:021

STRATEGIC OUTCOMES

- This item aligns with Strategic Outcome
- No. 5: Attractive and Well-Maintained Infrastructure





RESOLUTION NO. 23:021

ANNUAL ASSESSMENT FOR LANDSCAPE MAINTENANCE DISTRICT NO. 81-1





DISPOSITION AND DEVELOPMENT AGREEMENT WITH OPERATING COVENANTS: PARAMOUNT SAW DEVELOPMENT



Paramount Downtown District

- Complete streetscape revitalization in 2000's
- City worked with Arroyo Seco Development, LLC to develop Clearwater Crossing (Alondra/Paramount).
- Partnership with Northgate Market Real Estate
- Projects:
 - Town Centers West and East (Northgate Market and Ross, respectively)
 - Pond (former Starbucks),
 - Clearwater Crossing (The Habit, Chipotle, Smoke and Fire, etc.)
 - Civic Center Gardens Campus













Paramount Saw



- Building is 97 years old (est. 1926)
- Building = 12,000 sq. ft.
- Property = 19,000 sq. ft.
- Currently owned by Mr. Duane Thompson
- For many years, City has been looking at site for new, exciting use including civic/public use
 - Adjacent to Hay Tree historic landmark and Civic Center campus



East Facade

Paramount Museum + Restaurants

16493 Paramount Blvd, Paramount, CA 90723
09.28.2021

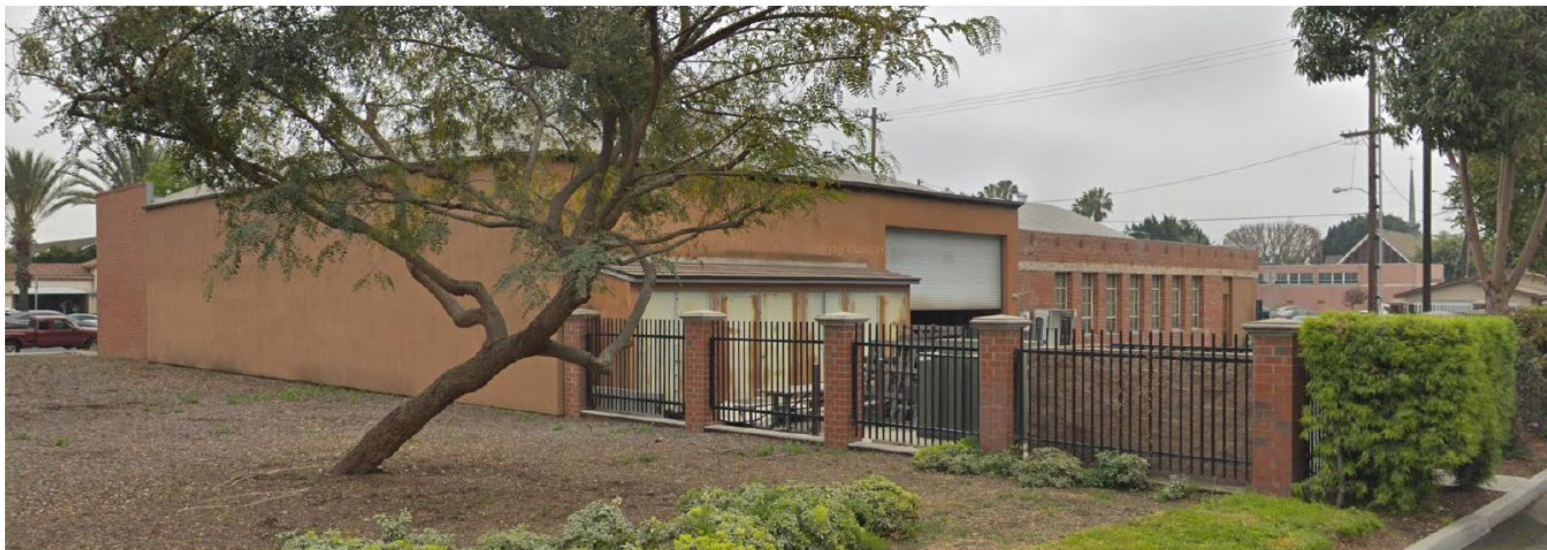




South Facade

Paramount Museum + Restaurants

16493 Paramount Blvd., Paramount, CA 90723
09.28.2021



North Facade

Paramount Museum + Restaurants

16493 Paramount Blvd., Paramount, CA 90723

09.28.2021





Existing Conditions

Paramount Museum + Restaurants

16493 Paramount Blvd., Paramount, CA 90723
09.28.2021

New Ownership Coming

- Arroyo Seco owned by Mr. Steve Boss with silent partnership of Northgate Market –
- Formed Paramount City Investments (PCI), LLC
- After a year of negotiations, PCI, LLC is set to close escrow on July 5, 2023
- Seller is not willing to extend beyond July 5

New Use

- PCI, LLC plans to convert building into an indoor food hall
- Has become popular in other cities



Indoor Food Halls



Civic/Public Use

- PCI, LLC offering City space for City Historical Museum and Community Event Space within Paramount Saw building
- 1/3 of total space (3,000 to 4,000 Sq. Ft.)
- 3,000 sq. ft. would be a little too large for small historical museum
- Museum and Event Space



Images from San Gabriel Blossom Market Hall

Public Event Space – Potential Uses

Meetings (we'd like to shift a lot of meetings to here in lieu of Plaza):

- Service club meetings
- Historical society meetings
- Small Chamber/Local Business meetings

Potential Activities/Events:

- Public rentals for birthdays, baby showers, etc.
- Historical society socials/fundraisers
- Open Mic/Comedy Nights
- PEP Event
- Xantolo
- Art Classes
- Instructional Classes in general
- Student Art Show
- Voting Center (if the County agrees)
- Blood Drives
- Adaptive Recreation Programming

Covenant Terms

- City will contribute approximately \$2,063,000 in one-time funds.
- City occupancy of 1/3 of the building for 20 years, for purposes of a museum and events space, with improvements agreed upon by the parties.
- The City has a right to purchase the property and a right of first refusal if the developer wishes to sell or change its use within the term of the Agreement.
- The developer covenants to rehabilitate the Property to historical standards as determined by the City.

Covenant Terms (Cont'd)

- In the event the Developers terminate or breach the DDA, the Developers will repay the City that portion of the City Contribution still outstanding, prorated. This repaid amount can be rolled into an offer to purchase if City desires.
- Developer will assess a penalty in the event construction is delayed beyond 24 months in an amount equivalent to days beyond the 24 months based on a daily pro rata of repayment of the City contribution.
- The Developer must continue a retail, restaurant and/or commercial service uses, or any other plans as may be approved by the City.



**IT IS RECOMMENDED THAT THE CITY COUNCIL APPROVE
THE DISPOSITION AND DEVELOPMENT AGREEMENT WITH
PARAMOUNT CITY INVESTORS, LLC IN AN AMOUNT NOT TO
EXCEED \$2,063,000**



RESOLUTION NO. 23:020

ADOPTING THE UPDATED SOCIAL MEDIA POLICY INCLUDING THE SOCIAL MEDIA PUBLIC DISCLAIMER/TERMS OF USE



Background

- City has ramped up Social Media engagement and response across all platforms
 - Daily monitoring twice per day
 - Active engagement and response
- One Full-time PIO, two Part-time Communications Specialists
 - More direct engagement with Community Services (Part-time Recreation Assistant)
- Working with Tripepi Smith Communications Consultants

Facebook Posts



Insights
Last 90 days

Followers

8.5K

Reach

46.3K

Engagement

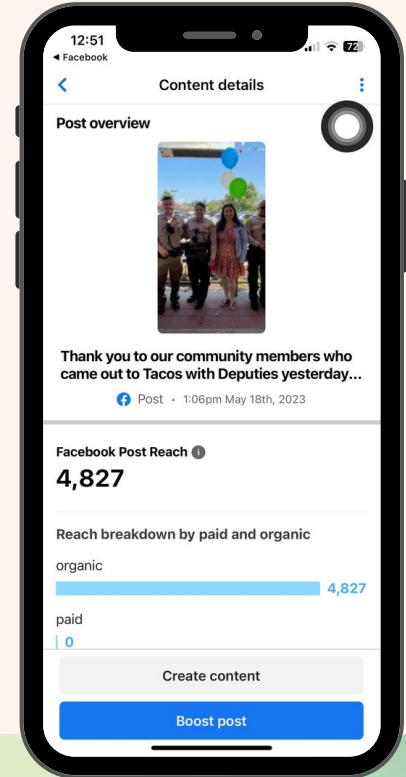
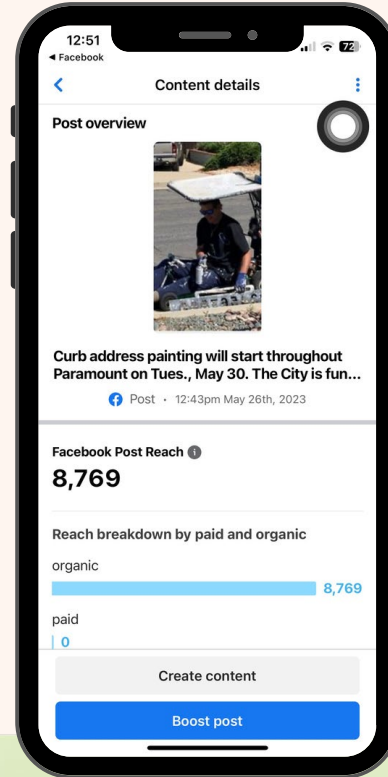
5.5K

Reach

The number of people who saw any of your posts at least once.

Engagement

The number of reactions, comments, shares and clicks on your posts.



Instagram Posts



Insights

Last 90 days

Followers

12.2K

Reach

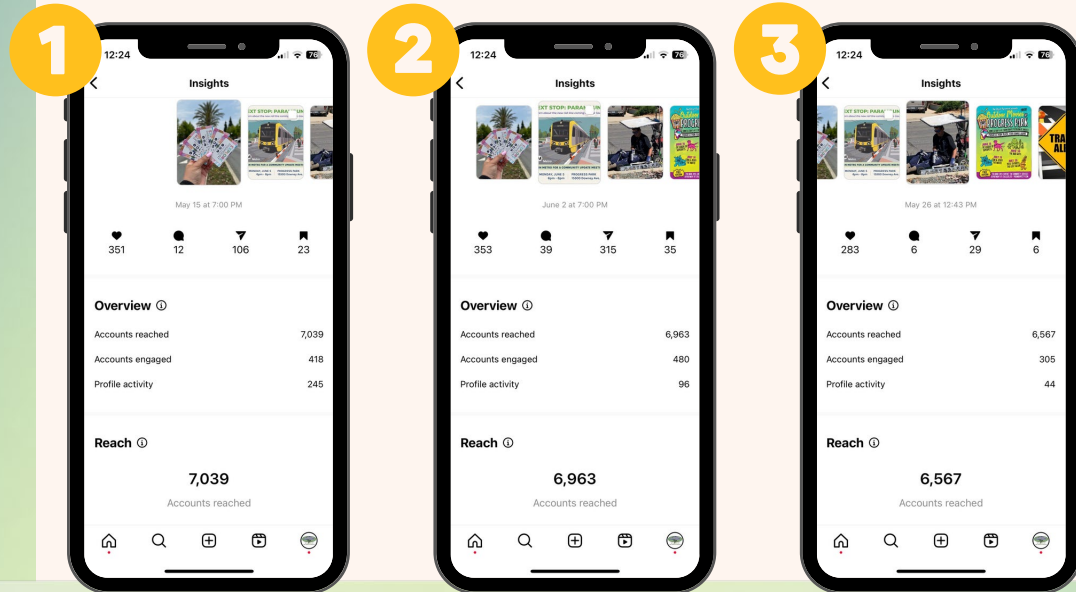
25.8K

Engagement

29.4K

Top Performing Posts

Last 3 months



Explore Paramount



Insights

Last 90 days

Followers

787

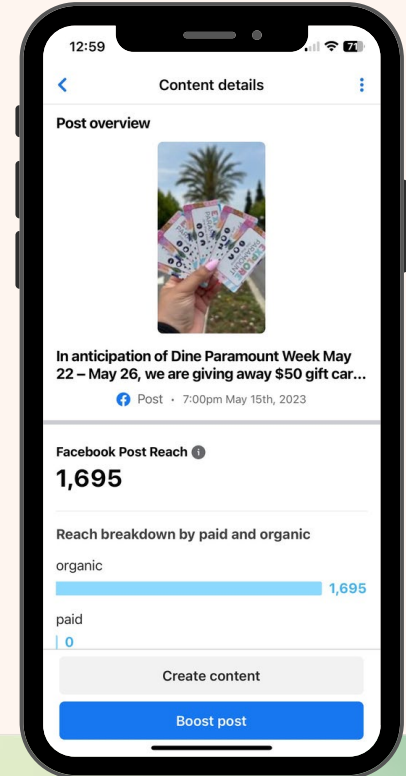
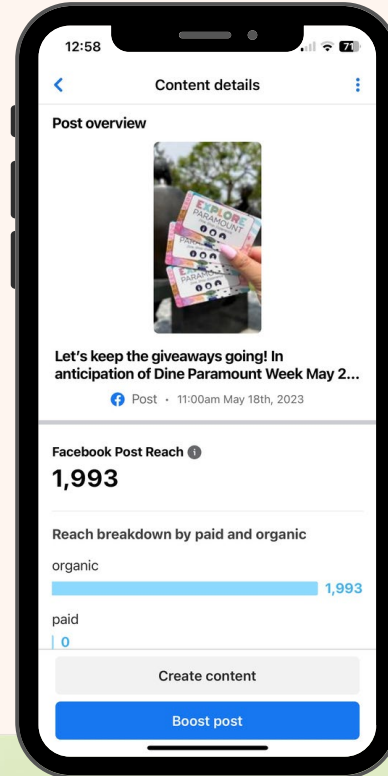
Reach

2.8K

Engagement

173

EXPLORE
PARAMOUNT
Dine. Shop. Experience.



Public Safety FB



Insights
Last 90 days

Followers

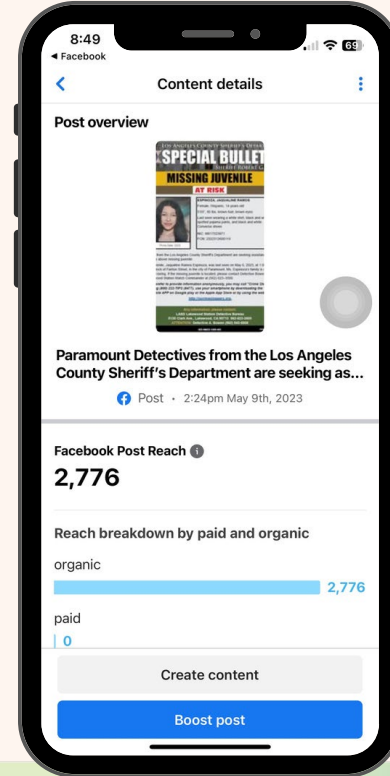
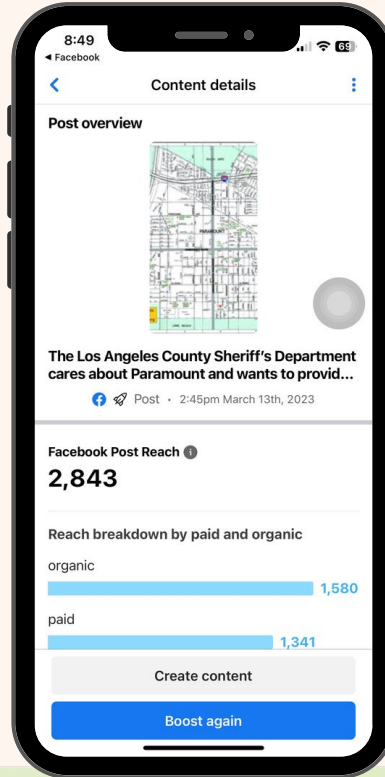
456

Reach

6.0K

Engagement

186



Explore Paramount



Insights

Last 90 days

Followers

1,933

Reach

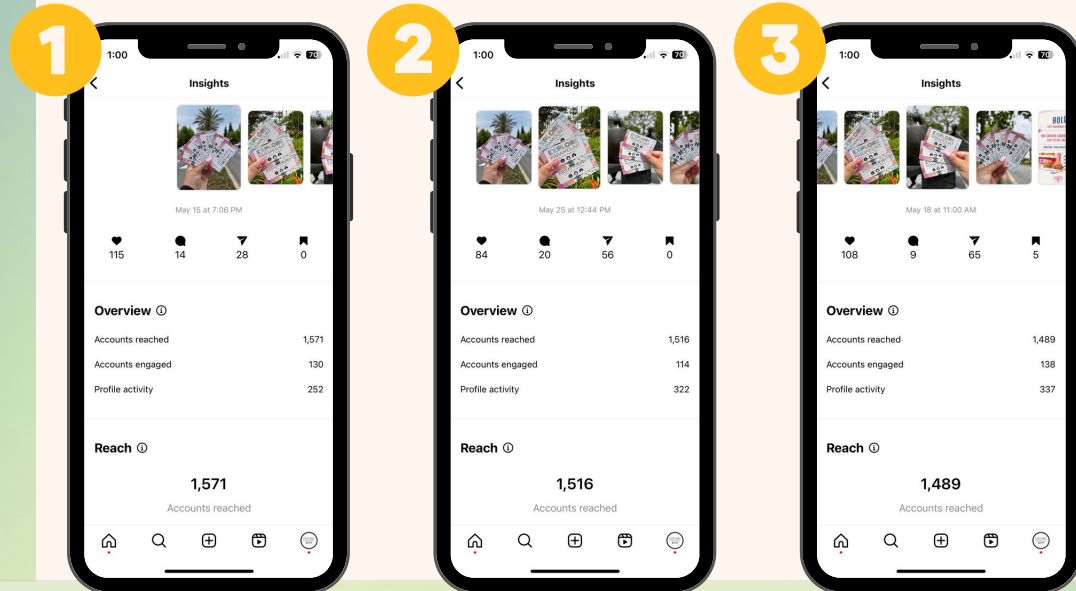
3.2K

Engagement

1.7K

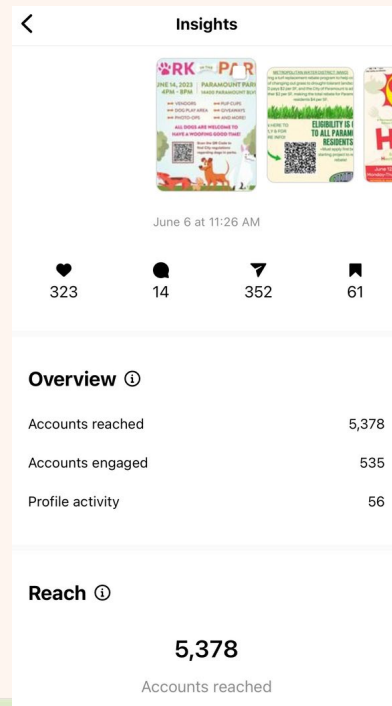
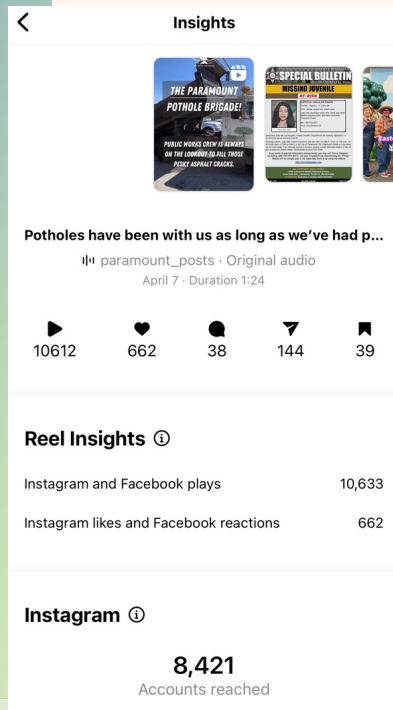
Top Performing Posts

Last 3 months





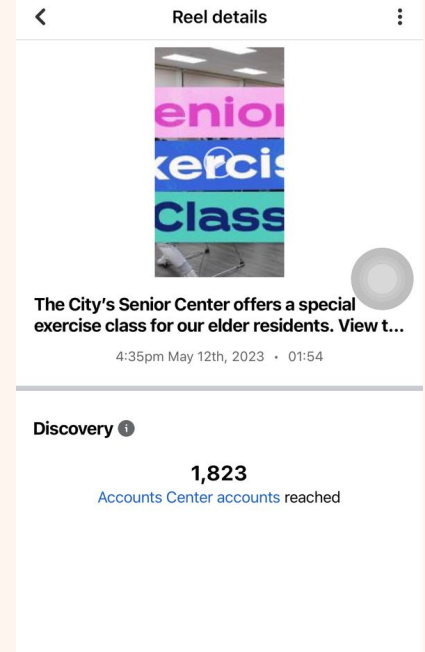
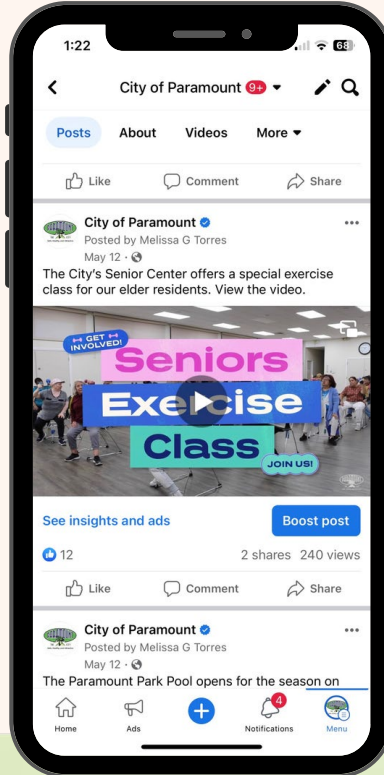
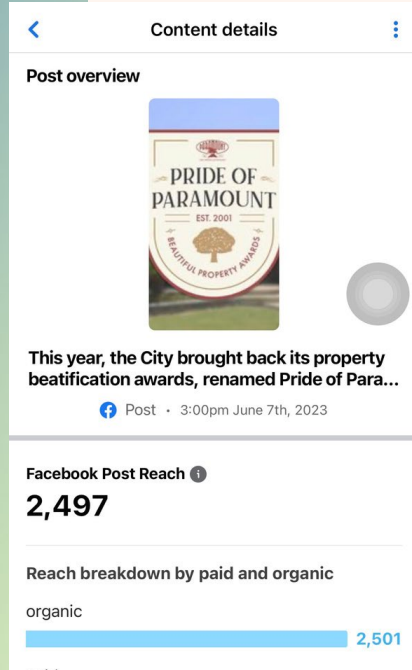
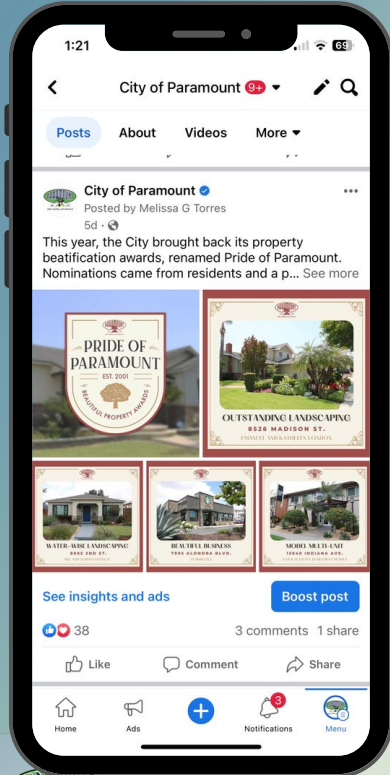
Creative Content



CITY OF PARAMOUNT



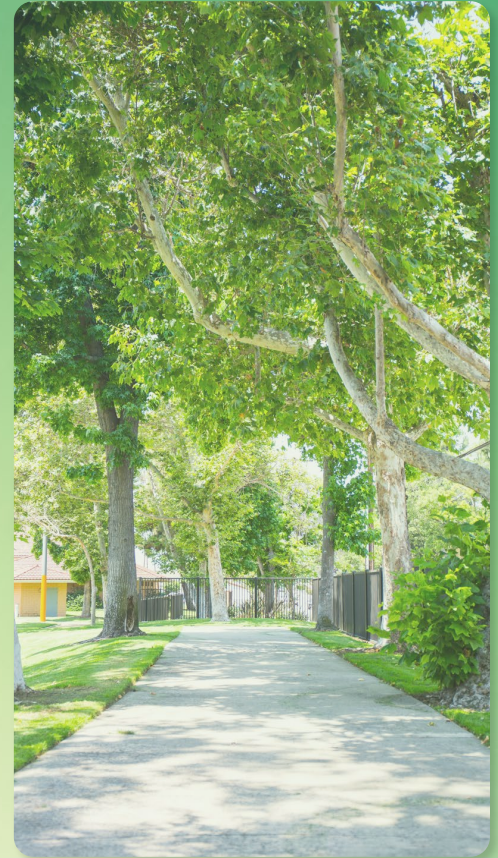
Creative Content



CITY OF PARAMOUNT

Social Media Policy

- Social Media Policy establishes staff guidelines for use of platforms like
 - Facebook
 - Instagram
 - YouTube
 - Paramount Works App
- Policy includes:
 - Content creation guidelines (graphics, videos, etc.)
 - Roles and responsibilities of staff
 - Record Retention guide
 - Standards for comment moderation - **NEW**





Social Media Policy Best Practices

- Staff reviewed policies from several other local cities
 - City of Downey
 - City of Pico Rivera
 - City of Santa Fe Springs
- Consulted with CJPIA for Legal Review
- Made updates to
 - Quality control of content
 - Roles of staff members
 - Standards for creating new SM accounts

Social Media Public Disclaimer/Terms of Use

- Paramount currently has no Social Media Public Disclaimer/Terms of Use
 - Intended to enable staff to properly address misinformation or inappropriate comments
- Will provide much needed structure and guidance for staff to approve, conceal, or remove comments that are:
 - Profane
 - Obscene
 - Threats to individuals or groups
 - Derogatory
 - Defamatory
 - Discriminatory
- New Terms of Use will be added to City's website and linked to all Social media accounts
- Any comments that require removal will be archived according to the City's record retention policy.





RECOMMENDED ACTION

It is recommended that the City Council read by title only and adopt Resolution No. 23:020 updating the current Social Media Policy and establishing the new Social Media Public Disclaimer/Terms of Use.

STRATEGIC OUTCOMES

This item aligns with all Strategic Outcomes.



RESOLUTION NO. 23:020

ADOPTING THE UPDATED SOCIAL MEDIA POLICY INCLUDING THE SOCIAL MEDIA PUBLIC DISCLAIMER/TERMS OF USE



THE CITY
Safe, Healthy, and Attractive

FISCAL YEAR 2023 – 2024 PROPOSED BUDGET



CITY OF PARAMOUNT

ITEM NO. 18

Budget Overview

- FY 2022-23 General Fund Update
- FY 2023-24 Proposed Budget
 - Proposed Budget - General Fund
 - Proposed Budget – Other Funds
 - Capital Improvement Projects (All Funds)
- Fund Balance Summary (All Funds)

FY 2022 – 2023 GENERAL FUND UPDATE

GENERAL FUND REVENUE SUMMARY

	FY 22-23 Midyear Estimates	FY 22-23 Year-End Estimates	Change	%
Taxes	29,296,000	30,707,200	1,411,200	4.8%
License and Permits	732,500	892,300	159,800	21.8%
Fines, Forfeitures, and Penalties	993,000	1,103,450	110,450	11.1%
Use of Money & Property	693,250	1,340,800	647,550	93.4%
Revenue from Other Agencies	8,097,300	8,088,450	(8,850)	-0.1%
Charge for Services	1,040,000	1,304,500	264,500	25.4%
Other Revenue	1,310,000	2,284,800	974,800	74.4%
Total Revenue	42,162,050	45,721,500	3,559,450	8.4%

GENERAL FUND TAX REVENUES

	FY 22-23 Midyear Budget	FY 22-23 Year-End Estimates	Change	%
Sales Tax	11,933,000	11,779,100	(153,900)	-1.3%
Transaction Use Tax (Meas Y)	7,610,000	7,524,350	(85,650)	-1.1%
Utility User's Tax	3,830,000	4,698,800	868,800	22.7%
Franchise Tax	1,933,000	2,168,000	235,000	12.2%
Property Tax	2,575,000	2,946,250	371,250	14.4%
Real Property Transfer Tax	125,000	125,000	-	0.0%
Business License	1,290,000	1,465,700	175,700	13.6%
Total Tax Revenue	29,296,000	30,707,200	1,411,200	4.8%

FY 2023 GENERAL FUND EXPENDITURES

Department	FY 22-23 Revised Budget	FY 22-23 Year-End Estimate	Change	%
Council & Commissions	454,600	460,650	6,050	1.3%
City Manager/City Clerk	2,250,100	2,243,900	(6,200)	-0.3%
Administrative Services	1,526,500	1,538,850	12,350	0.8%
Finance	4,258,850	4,288,650	29,800	0.7%
Planning	3,192,700	3,256,950	64,250	2.0%
Public Safety	13,352,700	13,257,000	(95,700)	-0.7%
(\$7,724,000 moved to ARPA Fund)	(7,724,900)	(7,724,900)	-	-
Community Services	3,435,050	3,363,350	(71,700)	-2.1%
Public Works	7,463,600	7,580,850	117,250	1.6%
Capital Improvement Projects*	5,621,900	3,402,450	(2,219,450)	-39.5%
Total Expenditures	33,831,100	31,667,750	(2,163,350)	-6.4%

GENERAL FUND FY 2022-23 YEAREND ESTIMATES

	6/30/2023
	Year-End
	Estimates
Beg Fund Balance 7/1/22 (Audited)	\$ 29,807,438
Plus: Revenues	45,721,500
Operating Expenditures*	(28,265,300)
Capital Improvement Projects	(3,402,450)
Increase to Fund Balance	14,053,750
End Fund Balance 6/30/23 (Estimate)	\$ 43,861,188

(*Public Safety Budget & Expenses of \$7,724,900 moved to ARPA Fund)

FY 2023 – 2024 PROPOSED BUDGET

FY 2024 GENERAL FUND REVENUE SUMMARY

	FY 22-23	FY 23-24		
	Estimates	Budget	Change	%
Taxes	30,707,200	30,138,550	(568,650)	-1.9%
License and Permits	892,300	936,600	44,300	5.0%
Fines, Forfeitures, and Penalties	1,103,450	1,042,100	(61,350)	-5.6%
Use of Money & Property	1,340,800	1,036,200	(304,600)	-22.7%
Revenue from Other Agencies	8,088,450	8,488,350	399,900	4.9%
Charge for Services	1,304,500	1,124,500	(180,000)	-13.8%
Other Revenue	2,284,800	1,343,250	(941,550)	-41.2%
Total Revenue	45,721,500	44,109,550	(1,611,950)	-13.8%

FY 2024 GENERAL FUND TAX REVENUE

	FY 22-23	FY 23-24		
	Estimates	Budget	Change	%
Sales Tax	11,779,100	11,472,050	(307,050)	-2.6%
Transaction Use Tax (Meas Y)	7,524,350	7,463,950	(60,400)	-0.8%
Utility User's Tax	4,698,800	4,745,350	46,550	1.0%
Franchise Tax	2,168,000	2,189,250	21,250	1.0%
Property Tax	2,946,250	2,677,250	(269,000)	-9.1%
Real Property Transfer Tax	125,000	125,000	-	0.0%
Business License	1,465,700	1,465,700	-	0.0%
Total Tax Revenue	30,707,200	30,138,550	(568,650)	-1.9%

FY 2024 GENERAL FUND EXPENDITURES

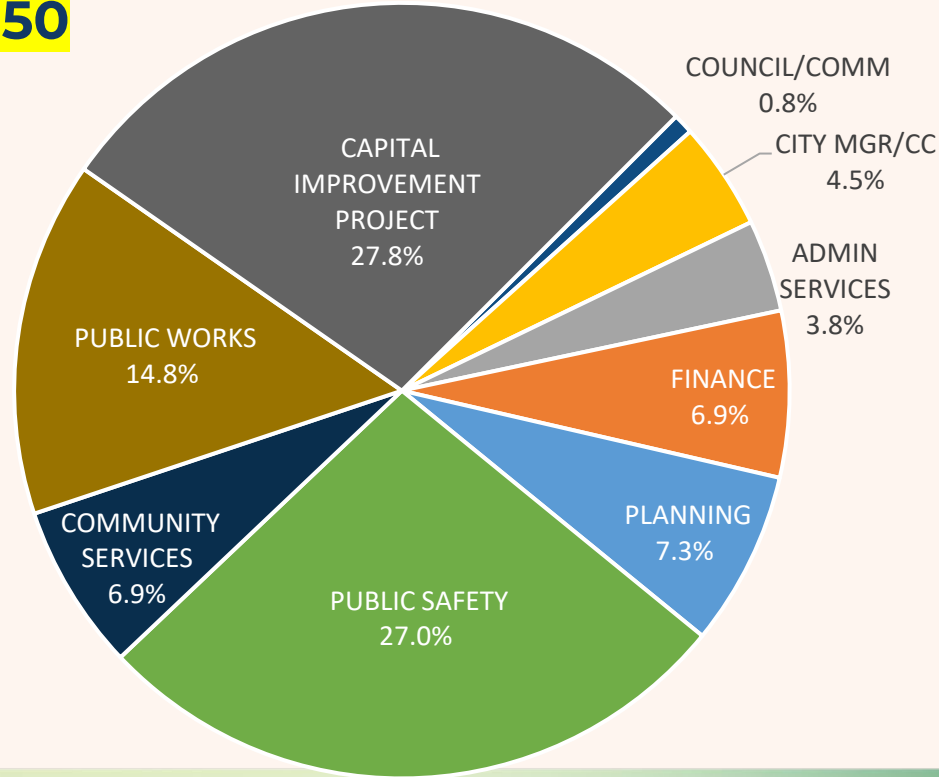
Department	FY 22-23	FY 23-24	Change	%
	Revised Budget	Budget		
Council & Commissions	460,650	489,100	28,450	6.2%
City Manager/City Clerk	2,243,900	2,600,450	356,550	15.9%
Administrative Services	1,538,850	2,215,250	676,400	44.0%
Finance	4,288,650	4,007,200	(281,450)	-6.6%
Planning	3,256,950	4,210,650	953,700	29.3%
Public Safety	13,256,100	15,626,350	2,370,250	17.9%
(\$7,724,000 moved to ARPA Fund)	(7,724,000)	-	-	-
Community Services	3,363,350	4,008,100	644,750	19.2%
Public Works	7,580,850	8,568,600	987,750	13.0%
Capital Improvement Projects*	3,402,450	16,077,350	12,674,900	372.5%
Total Expenditures	31,667,750	57,803,050	18,411,300	82.5%

(FY24 Budget=Includes \$7,724,000 of ARPA Expenditures/CIP)

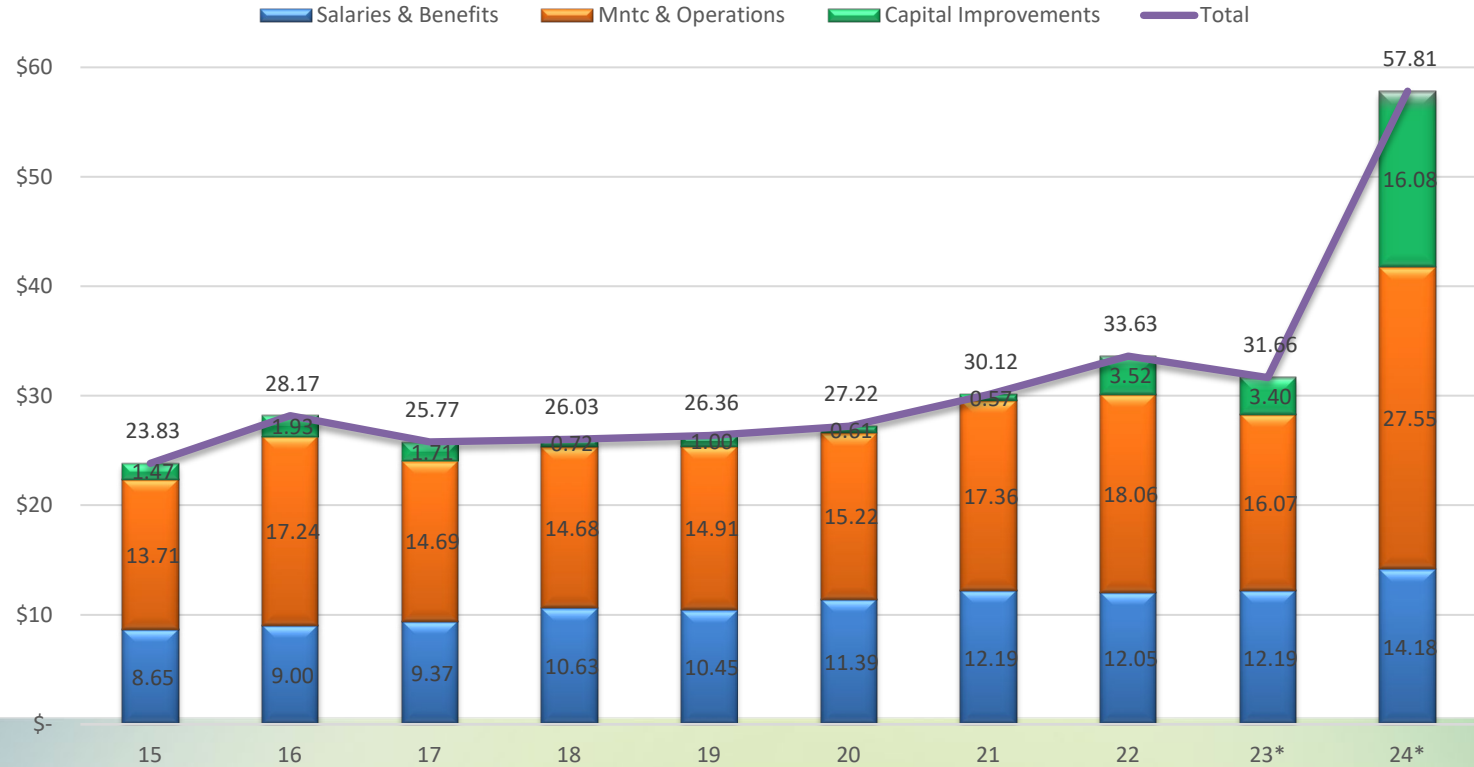
FY 2023-24 PROPOSED EXPENDITURES

GENERAL FUND = \$57,803,050

Department	FY2024 Proposed
Council/Comm	489,100
City Manager/CC/CA	2,600,450
Admin Services	2,215,250
Finance	4,007,200
Planning	4,210,650
Public Safety	15,626,350
Comm Services	4,008,100
Public Works	8,568,600
Capital Impr Projects	16,077,350



History of Expenditures (General Fund)



FY 2024 FUND BALANCE – GENERAL FUND

		Fund Balance Category			
		Unassigned	Assigned	Committed	Non-Spend
Beg Fund Balance 7/1/23 (Est)	\$ 43,361,188	1,585,000	18,235,838	23,281,000	259,350
Plus: Revenues	44,109,550	44,109,550			
Minus: Operating Expenditures	(41,725,700)	39,969,106	1,756,594		
Minus: Capital Improv Projects	(16,077,350)	3,324,600	12,752,750		
Decrease to Fund Balance	(13,693,500)	815,844	(14,509,344)	-	-
Adjust Fund Balance Reserve (CIP Reserve)		(1,088,006)	1,088,006		
End Fund Balance 6/30/23 (Est)	\$ 29,667,688	1,312,838	4,814,500	23,281,000	259,350

PROPOSED BUDGET – SPECIAL REVENUES (RESTRICTED)

TOTAL SOURCES

- ESTIMATED REVENUES
\$31,954,200

-

TOTAL PROPOSED BUDGET
\$30,804,750

OPERATING EXPENDITURES
\$9,427,450
+
CIP'S
\$21,377,300

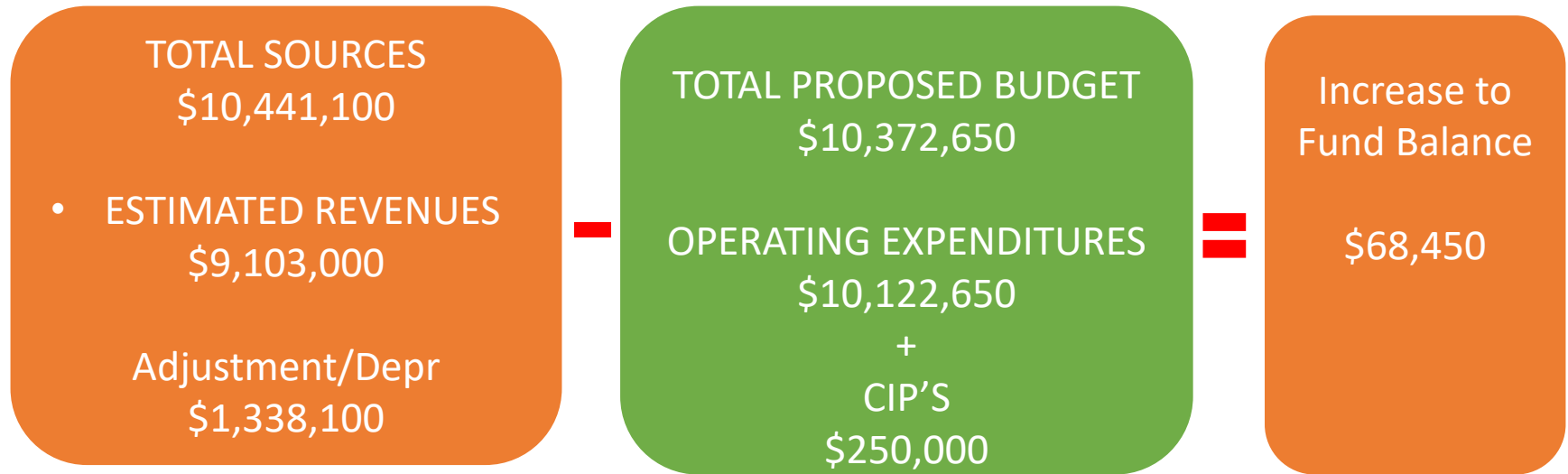
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Increase to
Fund Balance

\$1,149,450

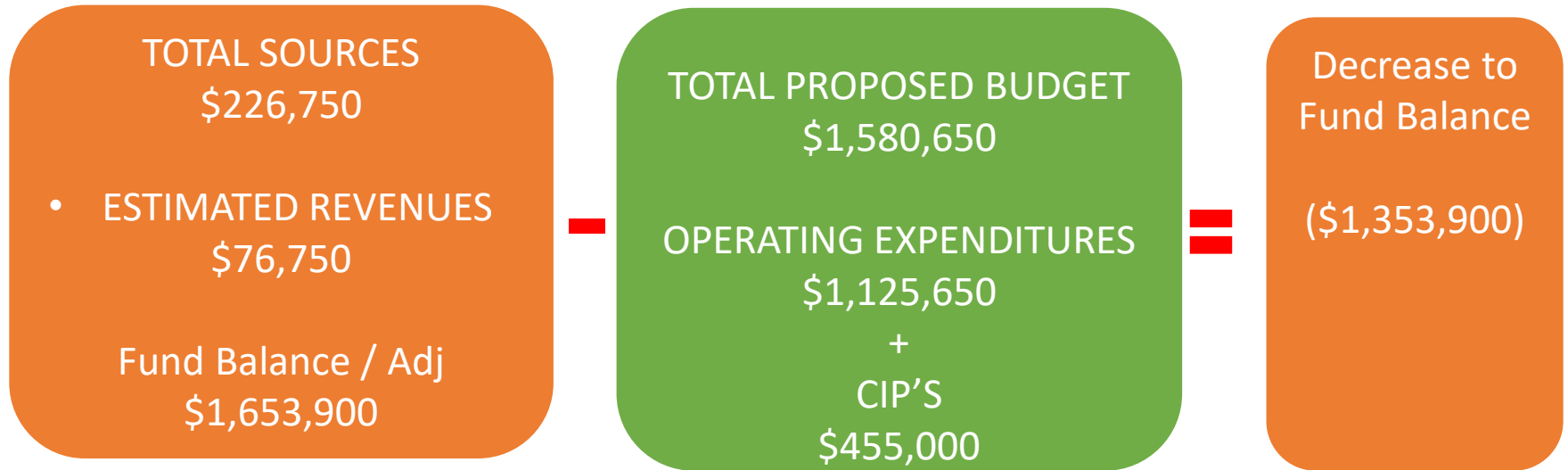
PROPOSED BUDGET – ENTERPRISE FUND

WATER FUND



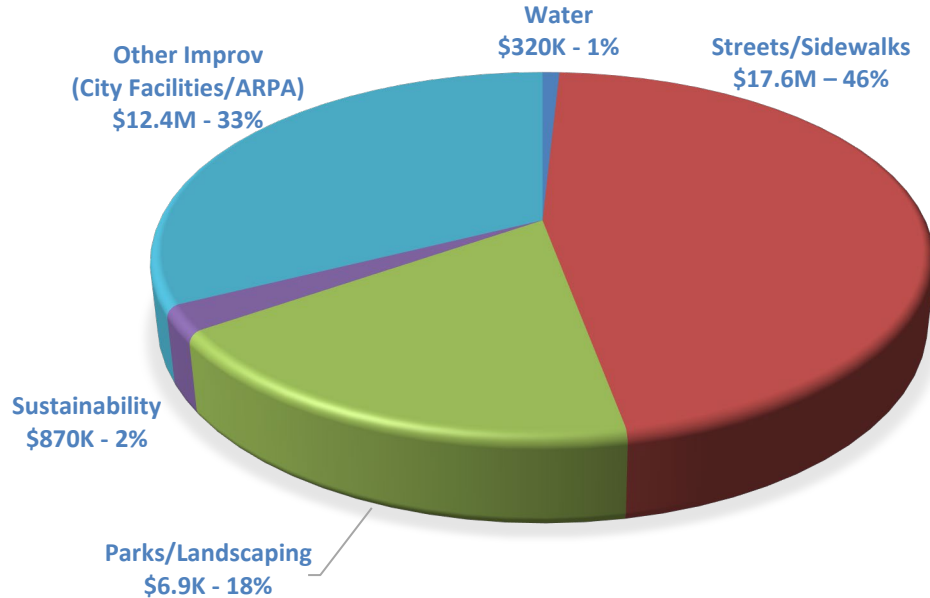
PROPOSED BUDGET – INTERNAL SERVICE FUND

EQUIPMENT REPLACEMENT FUND



FY 2023 – 2024 CAPITAL IMPROVEMENT PROJECTS

FY 2024 CAPITAL IMPROVEMENT PROJECTS



Total \$38,159,650

Funding Sources

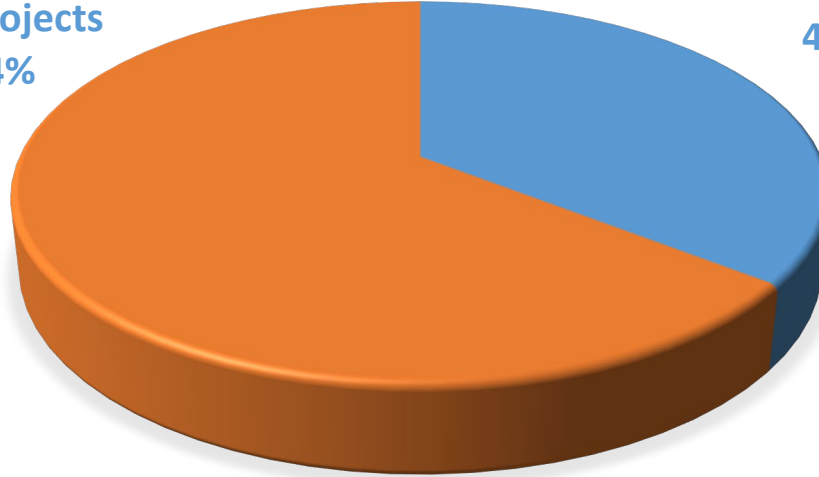
SRF (Grants)	\$21,377,300
GENERAL FUND	\$16,077,350
ERF	\$ 250,000
Water Fund	\$
455,000	

FY 2024 CAPITAL IMPROVEMENT PROJECTS

CAPITAL IMPROVEMENT PROJECTS (80) \$38,159,650

34 Carryover Projects
\$24.6M - 64%

46 New Projects
\$13.6M - 35%



Capital Improvement Projects (FY 2023 & FY 2024)



FY 2023 – 2024 HOUSING AUTHORITY

Housing Authority FY 2023-24 Budget

Revenues	\$ 9,600 (Rental Income)
Expenditures	\$ 2,000 (Professional Services)
CIP	<u>\$300,000</u> (Sr. Housing project)
Total	\$302,000

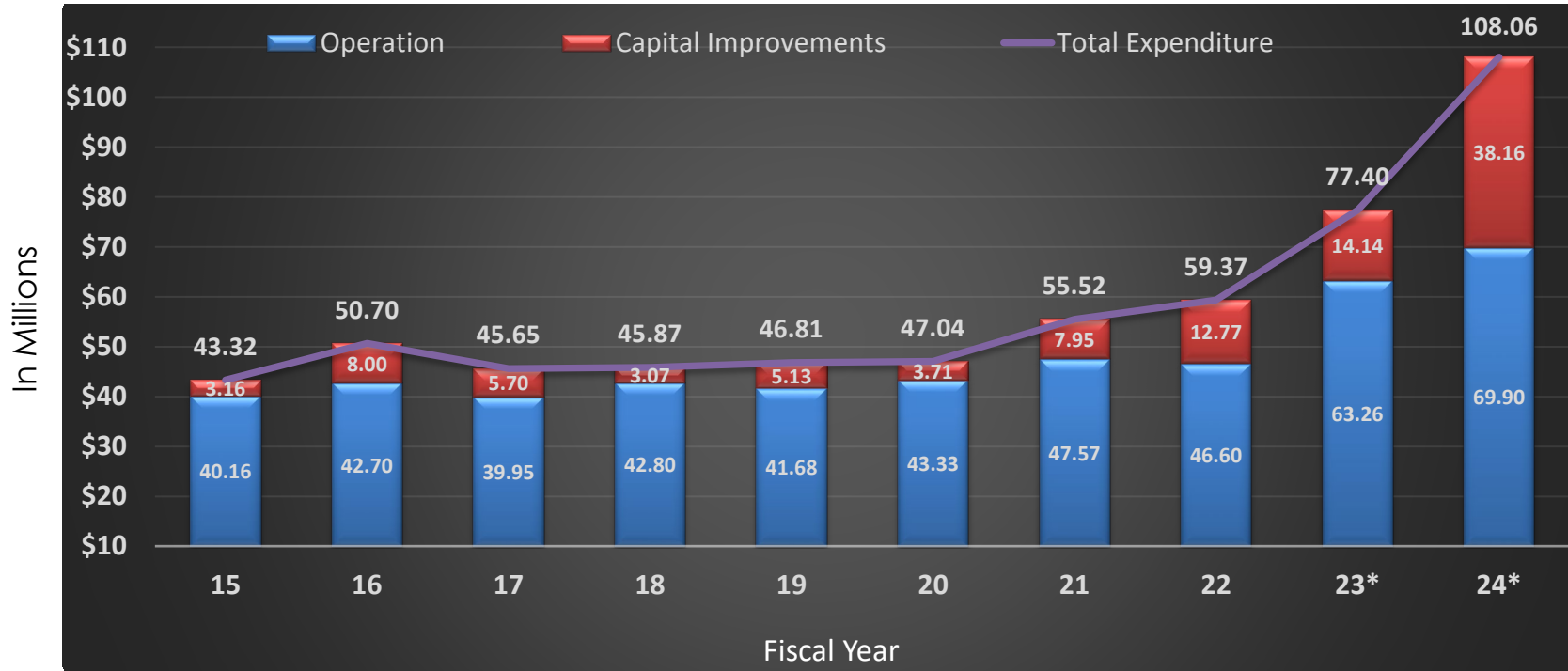
FY 2023 – 2024 SUCCESSOR AGENCY

Successor Agency FY 2023-24 Budget

Revenues \$6,055,000 (RPTTF)
Expenditures \$5,736,200 (Bond pmts, administration, Depr)

(SA to wind down the affairs of the former RDA)

History of City Expenditures (All Funds – Incl Housing & Successor Agency)



*FY 2023 & FY 2024 are estimates
CITY OF PARAMOUNT

ITEM NO. 18

FUND BALANCE SUMMARY – ALL FUNDS

Beg Fund Balance	General Fund	Special Revenue*	Water Fund	Equip Repl	Debt Service	Successor Agency	TOTAL
7/1/23 (Est)	\$ 43,361,188	\$ 11,202,658	\$ 6,521,800	\$ 3,471,700	\$ -	\$ 6,675,030	71,232,376
Revenues/Sources	44,109,550	31,954,200	10,441,100	226,750	1,770,750	6,055,000	94,557,350
Operating Expenditures	(41,725,700)	(9,427,450)	(10,122,650)	(1,125,650)	(1,770,750)	(5,736,100)	(69,908,300)
Capital Improv Projects	(16,077,350)	(21,377,300)	(250,000)	(455,000)	-	-	(38,159,650)
Total Appropriation	(57,803,050)	(30,804,750)	(10,372,650)	(1,580,650)	(1,770,750)	(5,736,100)	(108,067,950)
Inc/(Dec) to Fund Bal.	(13,693,500)	1,149,450	68,450	(1,353,900)	-		(13,510,600)
Fund Bal 6/30/24	\$ 29,667,688	\$ 12,352,108	\$ 6,590,250	\$ 2,117,800	\$ -		\$ 57,721,776

(*Includes Housing)

RECOMMENDED ACTION

- It is recommended that the City Council establish June 27, 2023, for further review of the Fiscal Year 2023-24 Proposed Budget.

STRATEGIC OUTCOMES

- Strategic Outcome No. 6: Efficient, Effective, and Fiscally Responsible.

