

Orange County Great Park Board Meeting

July 27, 2021

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Item	Required Action	Incremental Cost	Timing
Corporation Articles of Incorporation update	State application	<b>No incremental new costs</b> , City Attorney time under current contracts	3 months, application submittal and approval
By-Laws update	City Council approval	<b>No incremental new costs</b> , City Attorney time under current contracts	3 months, update and adoption
Municipal Code amendment	City Council approval	<b>No incremental new cost</b> , only time of existing budgeted staff to edit the Municipal Code, prepare staff reports and conduct a public hearing	3-5 months, updates and public hearings
Zoning Ordinance amendment	Planning Commission/City Council approval	<b>No incremental new cost</b> , only time of existing budgeted staff to edit the Zoning Ordinance, prepare staff reports and conduct a public hearing	3-5 months, updates and public hearings
Park Signage modifications	Board and City Council for design/budget	Contractor cost, plus materials <b>Estimated \$220,000-\$310,000</b>	12 months, contracting, design and construction
New Logo and Branding	Board direction	<b>No incremental new cost</b> , only time of existing budgeted staff for development	1-6 months, design development and approval
Handouts, maps, portable signs, merchandise	Board direction	Time of existing budgeted staff for design and editing/printing costs <b>Estimated \$25,000</b>	6 months, design and printing, following completion of rebranding
City Website updates	Board direction	<b>No incremental new cost</b> , only time of existing budgeted staff for editing	1 month, updates, following completion of rebranding
Staff uniforms, business cards	Board direction	Cost of fabrication/printing - <b>Estimated \$25,000</b>	4 months, purchases and printing, following completion of rebranding
Various administrative documents (procedure manuals, forms)	Board direction	<b>No incremental new cost</b> , only time of existing budgeted staff for editing	Ongoing
Affiliate branding (Farm and Food Lab, Farmers Market)	Outreach	<b>No incremental new cost</b> , only time of existing budgeted staff for outreach	TBD
Third Party Website updates	Outreach/Requests	<b>No incremental new cost</b> , only time of existing budgeted staff for outreach	TBD