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CULVER CITY FINANCE ADVISORY COMMITTEE

REGULAR MEETING OF THE
CULVER CITY FINANCE
ADVISORY COMMITTEE
CULVER CITY, CALIFORNIA

July 6, 2016
7:00 p.m.

CALL TO ORDER & ROLL CALL

Vice Chair Alexander called the meeting of the Finance Advisory Committee to order at 7:00 p.m. in the Dan Patacchia Meeting Room.

Members Present:

CRYSTAL ALEXANDER, Vice Chair
RICHARD HIBBS, Member
SEAN KEARNEY, Member
ALEJANDRO LARA, Member
JANE LEONARD, Member
STEVEN REITZFELD, Member
BRIAN SUA, Member
DAVID TROVATO, Member

Staff Present:

Jeff Muir, Chief Financial Officer
Erica McAdoo, Senior Budget Management Analyst
Michelle Villongco, Secretary

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Vice Chair Alexander invited Committee Members to introduce themselves and indicate what areas they represented, which they did.

Pledge of Allegiance

Jane Leonard led the Pledge of Allegiance.

Vice Chair Alexander welcomed Mayor Clarke and Council Member Eriksson to the meeting.

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Public Comment for Items NOT On the Agenda

Vice Chair Alexander invited public comment.

No cards were received and no speakers came forward.

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Consent Calendar

Item C-1

Meeting Minutes

THE FAC PASSED A MOTION APPROVING THE MINUTES FOR THE REGULAR MEETING OF JUNE 8, 2016 AS SUBMITTED.

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Action Items

Item A-1

Administration of The Oath of Office to Reappointed/Appointed Committee Members

Michelle Villongco, Secretary, administered the Oath of Office to reappointed Members Crystal Alexander, Alejandro Lara, Jane Leonard and Brian Sua, and to newly appointed Members Jose Casarez and Gustavo Rendon.

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Item A-2

(1) Receive Presentation from Public Works on Status of Enhanced Watershed Management Programs (EWMP) and Planned City Infrastructure Projects; (2) Receive Presentation on Proposed Stormwater Parcel Tax; (3) Discuss Proposed Stormwater Parcel Tax; and (4) Provide Feedback to Staff for Transmittal to City Council

Vice Chair Alexander introduced the item.

Kaden Young, Senior Management Analyst, provided background on the Enhanced Watershed Management Program; discussed differences between the new permit vs. previous versions; and an update on progress made to date.

Jeff Muir, Chief Financial Officer, discussed polling data for the proposed parcel tax; capital requirements; funding sources; cost per parcel; fines for inaction; and good faith efforts.

Discussion ensued between staff and Committee Members regarding efforts by the County of Los Angeles; funding measures; actions of other cities; data regarding water quality in the water shed; the unfunded mandate; permits dating back to 1990; monitoring to prove compliance; the push by environmental groups that felt progress was not being made; third party lawsuits; authority of the Regional Board to modify the permit; changing criteria; the focus on Ballona Creek; beneficial uses; defense against violations; the consultant serving the entire watershed; the Green Street Master Plan; the permit for West L.A. College; and work with other jurisdictions in the City.

Rick Sklarz, Fairbank, Maslin, Maullin, Metz & Associates (FM3), reported previous survey research for the City on Measure Y; discussed data and key findings; overall satisfaction of residents; attitudes toward the state-wide drought; perceptions regarding dry water run-off; the two-thirds requirement for a special purpose tax; the lack of understanding of the issue by the residents; educating the public about keeping toxic chemicals out of the water; survey methodology; the number of people surveyed; demographics; local vs. state issues; accountability; keeping the money local; oversight; exemptions; the strong, positive response for clean drinking water; confusion with the word watershed; the importance of education; and effects of an oppositional campaign.

Discussion ensued between staff, Committee Members and Rick Sklarz regarding whether to add a sunset; requirements to create or increase a tax; taxes vs. fees; the statewide proposition; renters vs. homeowners; clarification on methodology and the survey process; different levels of support; using a specific dollar amount vs. a percentage; lot size; rates formulated by single family, multi-family, commercial and industrial parcels; the acreage rate; outreach; and availability of additional information.

Kaden Young, Senior Management Analyst, reported the intent to use proceeds from the parcel tax to implement the Green Street Master Plan; he discussed Low Impact Development; regional projects; grants; partnerships; the Reasonable Assurance Analysis; rain barrels; smart gardening; the regional BMP; water capture and treatment; reusing water for subsurface irrigation of the medians; multi-beneficial projects; capturing the first inch of rain; decreasing the concentration of pollutants; partnership with the School District; field irrigation; the amount needed to capture for compliance; the Costco project; capturing runoff for placement in a storage tank for transfer to Hyperion for use as recycled water; infiltrating; partnerships with the City of Los Angeles; regional projects; the safe harbor provided for cities; and the City's share.

Additional discussion ensued between staff, Committee Members and meeting attendees regarding anticipated costs to put the item on the ballot; money generated by the parcel tax; paying back the General Fund; priorities; available funding; moving projects forward; avoiding fines; restrictions on how the money is spent; pay as you go financing; using public land to the extent possible; purchasing land for projects; developing a plan to meet the goals; ongoing operations and maintenance; pollution sources; County-wide permits; statewide permits; targeting specific pollutants; bacteria; toxic identification tests; cost sharing; ballot measures for the November 2016 election; methodology based on the polling; timing; concern with the quantity of Charter ballot measures; framing the argument for the parcel tax; opposition; the fact that quantifiable benefits will be hard to see; education; green streets; concern that the projects are not well defined; providing a sense of what people will be paying for; toxic pollutants from waterways; discounts for low income families and seniors; clarification that the City can educate but not advocate and that the marketing campaign would have to come from a citizen's group; highlighting potential projects; work with the schools; concern with placing the item on a ballot that is heavily loaded; following the lead of the City of Los Angeles; the next possible election to put the parcel tax on; advancing the money from the General Fund; information distribution through any available means; social media; strategy; timing of the ballot; the amount of the recommended parcel tax; exemptions vs. discounts; whether to add a sunset; the survey methodology; and the reduction from \$450 to \$99.

THE FAC UNANIMOUSLY PASSED A MOTION SUPPORTING THE PARCEL TAX AS OUTLINED IN THE STAFF REPORT.

THE FAC PASSED A MOTION TO SUPPORT THE STAFF RECOMMENDATION TO PLACE THE PARCEL TAX ON THE NOVEMBER 8, 2016 BALLOT WITH MEMBER REITZFELD OPPOSED.

THE FAC UNANIMOUSLY PASSED A MOTION TO SUPPORT DISCOUNTS TO LOW INCOME AND SENIOR CITIZENS AS PER THE STAFF REPORT.

Additional discussion ensued between staff and Committee Members regarding support from organizations in educational efforts; specificity of projects; getting the word out; FAC oversight; auditing; and reports.

THE FAC PASSED A MOTION THAT THE CITY COUNCIL ADD OVERSIGHT OF THE PARCEL TAX REVENUE TO THE FAC WORK PLAN.

Further discussion ensued between staff, Committee Members and meeting attendees regarding when revenue would become available to the City if the measure succeeded; conversation with the Chamber of Commerce; other sales tax items; cumulative sales tax; two-thirds voter approval for additional sales taxes; bond issues; property owners vs. renters; businesses in the City;

clarification that if a parcel can demonstrate that they have taken measures to significantly reduce their outflow they can have a reduced fee; and concern with staff time required to look at specific variations between parcels and specific discounts.

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Item A-3

Selection of Annual Officers (Chair and Vice Chair) to Serve a One-Year Term, Expiring June 30, 2017

THE FAC PASSED A MOTION APPOINTING CRYSTAL ALEXANDER TO SERVE AS CHAIR OF THE FINANCE ADVISORY COMMITTEE FOR FISCAL YEAR 2016-2017.

THE FAC PASSED A MOTION APPOINTING DAVID TROVATO TO SERVE AS VICE CHAIR OF THE FINANCE ADVISORY COMMITTEE FOR FISCAL YEAR 2016-2017.

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Items from Staff

Item S-1

Discussion of August Agenda

Jeff Muir, Chief Financial Officer, discussed items for the August agenda including the discussion of bylaws; subcommittees; and work programs.

Discussion ensued between staff and Committee Members regarding completed items; work programs; a suggestion to bring ideas for work plan items to the next meeting; quarterly reports; the subcommittee on revenue issues; Planning Commission review of the Airbnb issue; zoning requirements; and Transient Occupancy Taxes.

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Items from Committee Members

Discussion ensued between staff, Committee Members and meeting attendees regarding information in Culver City Crossroads regarding Storm Water remediation; Airbnb; the number of attendees at the fireworks show; a proposed marijuana tax; local ordinances; and City email addresses for Committee Members.

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Adjournment

There being no further business, at 9:36 p.m., the Finance Advisory Committee adjourned its meeting to Wednesday, August 10, 2016 at 7:00 p.m. in the Dan Patacchia Meeting Room.

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Michelle Villongco
SECRETARY of the Culver City Finance Advisory Committee
Culver City, California

APPROVED

Crystal Alexander
CHAIR of the Finance Advisory Committee, Culver City, California

I declare under penalty of perjury under the laws of the State of California that, on the date below written, these minutes were filed in the Office of the City Clerk, Culver City, California and constitute the Official Minutes of said meeting.

Jeremy Green
DEPUTY CITY CLERK

Date