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CULVER CITY FINANCE ADVISORY COMMITTEE

REGULAR MEETING OF THE CULVER CITY FINANCE ADVISORY COMMITTEE CULVER CITY, CALIFORNIA	August 12, 2015 7:00 p.m.

CALL TO ORDER & ROLL CALL

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

Members Present:	**GORAN ERIKSSON**, Chair **CRYSTAL ALEXANDER**, Vice Chair **SEAN KEARNEY**, Member **ALEJANDRO LARA,** Member **JANE LEONARD**, Member **STEVEN REITZFELD**, Member **DAVID TROVATO**, Member
Absent:	**RICHARD HIBBS**, Member **BRIAN SUA**, Member
Staff Present:	**Jeff Muir**, Chief Financial Officer **Erica McAdoo**, Senior Budget Management Analyst **Michelle Villongco**, Secretary

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Pledge of Allegiance

Crystal Alexander led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Chair Eriksson 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 10, 2015 (CHAIR ERIKSSON ABSTAINED DUE TO HIS ABSENCE FROM THE MEETING AND ABSENT MEMBERS HIBBS AND SUA).

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Action Items

Item A-1

Administration of the Oath of Office to Appointed Committee Members

Michelle Villongco, Secretary, administered the Oath of Office to newly appointed Finance Advisory Committee Member Jane Leonard.

Chair Eriksson welcomed Member Leonard to the Committee and reported that Member Brian Sua could not be present at the meeting due to work obligations but would be sworn in at the September 9th Finance Advisory Committee meeting.

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Item A-2

Election of Annual Officers (Chair and Vice-Chair) to Serve a One-Year Term, Expiring June 30, 2016

THE FINANCE ADVISORY COMMITTEE PASSED A MOTION APPOINTING GORAN ERIKSSON TO SERVE AS CHAIR OF THE FINANCE ADVISORY COMMITTEE FOR THE 2015-2016 FISCAL YEAR (ABSENT MEMBERS HIBBS AND SUA).

THE FINANCE ADVISORY COMMITTEE PASSED A MOTION APPOINTING CRYSTAL ALEXANDER TO SERVE AS VICE CHAIR OF THE FINANCE ADVISORY COMMITTEE FOR THE 2015-2016 FISCAL YEAR (ABSENT MEMBERS HIBBS AND SUA).

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Item A-3

Receive Report from the Special Event Sponsorship Policy Review Ad Hoc Subcommittee

Discussion ensued between staff and Committee Members regarding expanding Qualification Criteria to include revenue potential and providing actuals from prior years.

Chair Eriksson invited public comment.

The following member of the audience addressed the Committee:

Steven Rose, Chamber of Commerce, suggested that there be a policy that those events receiving City sponsorship be encouraged to promote economic development with only Culver City based hotels and motels listed for their events, and that organizations be approved on a two-three year cycle with interim financial reports required.

Discussion ensued between Committee Members and Mr. Rose regarding clarification regarding those events that have sponsorship from Culver City and from businesses outside the City, and sponsorship levels.

Further discussion ensued between Committee Members regarding identification of available public transportation options as part of marketing materials; next steps in the process; incorporating comments made; the importance of making best efforts to promote Culver City businesses; the policies of other cities; encouragement to send any other comments to Jeff Muir for inclusion; and the discussion was continued to September 9, 2015.

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Item A-4

Discussion of Benchmarking Study

Erica McAdoo, Senior Budget Management Analyst, reported receipt of notes and recommendations from subcommittee members; discussed surveying Senior Social Services areas; and next steps in the process.

Discussion ensued between staff and Committee Members regarding comparisons of per capita expenses; comparing transportation statistics; the original use 2012-2013 actuals; expediting the process; additional items for exploration; clarification regarding the Other category; Community Development; changes to financial reporting methods; the demise of the Redevelopment

Agency; housing policies in Santa Monica; Transportation and Safety Expenditures; Public Utilities; updates to Table 16; formulating a cohesive narrative statement; the involvement of City employees in the Committee; comparisons of Culver City with the averages of other cities; variables; putting the figures in context; crime figures; and the role of the current study.

Chair Eriksson invited public comment.

The following member of the audience addressed the Committee:

Steven Rose, Chamber of Commerce, clarified that the Westfield Mall is no longer referred to as the Fox Hills Mall; he provided usage statistics; discussed the amount of traffic generated by the mall; and he discussed policies in Beverly Hills regarding limits to medical offices.

Further discussion ensued between staff and Committee Members regarding including a preface in the report to explain criteria; daytime population increases; items noted in the preface; other cities with malls and how that affects information; the affects of topography; variations in the way statistics are measured by department; double checking numbers used; the American Community Survey Report; Senior and Social Services; the importance of using proper vernacular to get accurate data; areas where data is insufficient; the importance of finishing the Study; concern with stale data; operating and service level information; comparisons with other cities; length of the report; determining service level opportunities for the City; areas that require further research; editing and proofing the report; next steps in the process; and agreement to continue the discussion to September 9, 2015.

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Items from Staff

Item S-1

Discussion of September Agenda

Jeff Muir, Chief Financial Officer, indicated that he did not have any additional items.

Vice Chair Alexander noted a typographical error on the June 10, 2015 meeting minutes and she suggested that the September meeting have an agenda item for the creation of subcommittees and selection of Members.

Discussion ensued between staff and Committee Members regarding the September agenda; inclusion of the Measure Y Report; a Benchmarking Update; and a report from the Sponsorship subcommittee.

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Items from Committee Members

Chair Eriksson reported that Joe Susca had received a proclamation from the City Council for his work on the Finance Advisory Committee.

Committee Members provided background on themselves and their experience.

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Adjournment

There being no further business, at 8:06 p.m., the Finance Advisory Committee adjourned its meeting to Wednesday, September 9, 2015 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

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Goran Eriksson
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.

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Martin R. Cole Date
CITY CLERK