DAN PATACCHIA MEETING ROOM
9770 CULVER BOULEVARD
CULVER CITY, CALIFORNIA 90232-0507
CITY HALL Tel. (310) 253-6000
FAX (310) 253-6010

FINANCE ADVISORY COMMITTEE
MEETING AGENDA
Wednesday, October 14, 2015

PUBLIC COMMENT

The Finance Advisory Committee will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Finance Advisory Committee cannot take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Committee, please complete a Speaker's Card and present it to the staff liaison before the agenda item is called. You will be called by name when it is your turn to speak to the Committee.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair for agenda items for which many Speaker Cards have been submitted.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by City staff. If additional time is needed, the committee chair will allow for same at the end of the agenda.

When your name is called, please stand and state your name and city of residence. Speakers must limit their comments to five minutes. A three-minute limit may be declared by the Chair if there are a large number of individuals desiring to address the Council.

AUTHORITY OF PRESIDING OFFICER

Section 611 of the City Charter provides that during any public meeting, all persons shall have the right to address the City Council, and any City commission, board or committee, subject to reasonable rules of decorum and time limits established by ordinance or the presiding officer. Therefore the presiding officer may, from time to time, establish different time limits than those listed in this Agenda in order to effectively conduct Committee business.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers, and other communication devices is prohibited while the Committee meeting is in session. Please turn all devices off or place on silent alert and leave the meeting area to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers or the conduct of City business.

MEETING INFORMATION

Finance Advisory Committee Meetings are regularly scheduled for the second Wednesday of every month. Committee Agenda information is available at least 72 hours before each meeting via posting at City Hall, and on the City website. Information may also be accessed by calling the Finance Department at (310) 253-5865.

Agendas are
Available on the web at
www.culvercity.org

FINANCE ADVISORY COMMITTEE
REGULAR MEETING
AGENDA

Wednesday, October 14, 2015
7:00 PM
Dan Patacchia Meeting Room

CALL TO ORDER & ROLL CALL:

Goran Eriksson, Chair
Richard Hibbs, Member
Alejandro Lara, Member
Steven Reitzfeld, Member
David Trovato, Member
Crystal Alexander, Vice-Chair
Sean Kearney, Member
Jane Leonard, Member
Bryan Sua, Member

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not on the Agenda

CONSENT CALENDAR (*Consent Calendar items are considered to be routine in nature and may be approved by one motion. Public requests to discuss Consent Calendar items must be filed with the Secretary before the Consent Calendar is called.)*

C-1. Minutes of the September 9, 2015 Regular Meeting.

ACTION ITEMS *(Public requests to discuss Action Items must be filed with the Secretary before the item is called)*

A-1. 1) Discussion of Approved Work Plan; (2) Discussion of the Creation of Subcommittees; (3) (If Desired) Creation of Subcommittees; and (4) (If Desired) Appointment of Members to Such Subcommittees

A-2. Receive Report from the Special Event Sponsorship Policy Review Ad Hoc Subcommittee

A-3. Discussion of Benchmarking Study

ITEMS FROM STAFF

S-1. Discussion of November Agenda

ITEMS FROM COMMITTEE MEMBERS

ADJOURN

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE
CULVER CITY FINANCE ADVISORY COMMITTEE

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

September 9, 2015
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 **STEVEN REITZFELD**, Member **BRIAN SUA**, Member
Absent:	**GORAN ERIKSSON**, Chair **JANE LEONARD**, Member **DAVID TROVATO**, Member
Staff Present:	**Jeff Muir**, Chief Financial Officer **Erica McAdoo**, Senior Budget Management Analyst **Michelle Villongco**, Secretary

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Pledge of Allegiance

Brian Sua led the Pledge of Allegiance.

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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 AUGUST 12, 2015 (ABSENT CHAIR ERIKSSON, AND MEMBERS LEONARD AND TROVATO).

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Action Items

Item A-1

Administration of the Oath of Office to Appointed Committee Member

Vice Chair Alexander administered the Oath of Office to newly appointed Finance Advisory Committee Member Brian Sua.

Members introduced themselves and provided background on themselves.

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Item A-2

1) Discussion of Approved Work Plan; (2) Discussion of the Creation of Subcommittees; (3) (If Desired) Creation of Subcommittees; and (4) (If Desired) Appointment of Members to Such Subcommittees

Vice Chair Alexander discussed the Work Plan; the subcommittees; the large volume of work; and City Council direction.

Discussion ensued between staff and Committee Members regarding Work Plan items; the Benchmarking subcommittee; the Revenue Opportunities subcommittee; the Special Events Work Plan item; storm water requirement compliance; urban runoff mitigation; and agreement that the discussion regarding the potential creation of subcommittees be continued to October 14, 2015.

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Item A-3

Approval of Measure Y Sales Tax Status Report for Transmittal to City Council

Erica McAdoo, Senior Management Analyst, reported that Member Trovato had provided a grammatical change in the last sentence of the second paragraph.

Discussion ensued between staff and Committee Members regarding the uptick in sales taxes; lagging collections; late compliance; projections; one time collections vs. ongoing collections; and a clearer picture for the next report.

THE FAC PASSED A MOTION TO TRANSMIT THE MEASURE Y SALES TAX STATUS REPORT TO THE CITY COUNCIL WITH CHANGES (ABSENT CHAIR ERIKSSON, AND MEMBERS LEONARD AND TROVATO).

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Item A-4

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

Member Hibbs thanked everyone for their input; reported that the goal was to develop a policy for sponsorship requests; discussed the policies of Newport Beach; and resolving outstanding questions in order to finish the item.

Discussion ensued between staff and Committee Members regarding moving the item forward to the City Council; the desire of Steven Rose to ensure that only Culver City businesses are used; evaluation criteria; giving preference to Culver City businesses; addressing Mr. Rose's concerns; using language that indicates "the event directly or indirectly benefits Culver City businesses"; multi-year agreements; what percentage of the event has to take place in Culver City; community events vs. signature events; City Council purview; ensuring flexibility; consensus to eliminate the sentence regarding whether the majority of the event has to take place in the City; the amount of financial support from the City; the overall event budget; the word "should" vs. "must"; the budget vs. actuals; the Centennial; City Council support; whether the event is dependent on Culver City for financial support; the definition of financially dependent; being careful to evaluate by the same criteria; limiting verbiage submitted; allowing the City Council flexibility; Other Requirements; The Special Event Permit Process; public transportation; a suggestion to change Special Event Support Program Overview to Special Event Program Details; adding a budget line item for Community Event Sponsorship and Signature Event Sponsorship; three tiers of support for each of the events; total amount available; the budget estimate; basing the information on historical data; staffing costs per event; developing a grant agreement; the required reporting aspect; evaluating the success of the program; the amount requested vs. the amount awarded; and the discussion was continued to October 14, 2015.

THE FAC PASSED MOTION TO RECEIVE THE REPORT; MADE RECOMMENDATIONS FOR CHANGES TO THE PROPOSED SPECIAL EVENT APPLICATION AND PROCESS PACKET; AND CONTINUED THE DISCUSSION TO OCTOBER 14, 2015 (ABSENT CHAIR ERIKSSON, AND MEMBERS LEONARD AND TROVATO).

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Item A-5

Discussion of Benchmarking Study

Erica McAdoo, Senior Budget Management Analyst, reported that Committees were on track and the item would be discussed at the October 14, 2015 meeting.

Discussion ensued between staff and Committee Members regarding information submitted; compiling information for the draft document; and input.

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Items from Staff

Item S-1

Discussion of October Agenda

Jeff Muir, Chief Financial Officer, discussed upcoming items scheduled for consideration at the October meeting.

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Items from Committee Members

Vice Chair Alexander discussed the impacts of less water usage on infrastructure; CalPERS and CalSTRS; and a suggestion that the Committee consider an agenda item for Civic Openness in Negotiation (COIN) be a work program item.

Discussion ensued between staff and Committee Members regarding clarification that the City systems have not seen a negative impact to reduced water usage yet; Urban Water Runoff Mitigation; conservative investment strategies; increased contribution requirements; maintaining a consistent earning assumption; changes to benefits; providing financial transparency to the community; benefits to the City; clarification that the largest part of the City budget is labor; concern with delving into an area that is not the purview of the Committee; a suggestion to bring back additional information to help determine whether COIN is a matter to be discussed by the Committee; and concern with politics;.

Additional discussion ensued between staff and Committee Members regarding instances of excessive job benefits in other cities; proof of residency; rental assistance options; and Sewer Line Warranty Programs.

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Adjournment

There being no further business, at 8:41 p.m., the Finance Advisory Committee adjourned its meeting to Wednesday, October 14, 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

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.

Martin R. Cole CITY CLERK	Date

City of Culver City, California

Finance Advisory Committee Agenda Item Report

Meeting Date: 10/14/2015	Item Number: A-1
AGENDA ITEM: (1) Discussion of Approved Work Plan; (2) Discussion of the Creation of Subcommittees; (3) (If Desired) Creation of Subcommittees; and (4) (If Desired) Appointment of Members to Such Subcommittees.	
Contact Person/Dept.: Jeff S. Muir/Finance	Phone Number: 310/253-5865
Public Notification: (E-Mail) Meetings and Agendas – Finance Advisory Committee (10/07/15)	
Department Approval: Jeff Muir (10/07/15)	

RECOMMENDATION:

Staff recommends that the Finance Advisory Committee (FAC) (1) discuss the approved Work Plan; (2) discuss the creation of Subcommittees, (3) (if desired) create subcommittees, and (4) (if desired) appoint members to such subcommittees.

DISCUSSION:

On March 23, 2015, the City Council approved the amended Work Plan of the Finance Advisory Committee, as follows:

1. Undertake a Budget Benchmarking Project to compare where and how Culver City spends and receives money to selected similar communities. Analyze possibilities for alternative service delivery methods.
2. Review and make recommendations on revenue opportunities that may be available to the City.
3. Continue to provide quarterly reports to the City Council on Measure Y proceeds.
4. Continue to monitor the communications strategy of financial information on the City's website.
5. Review and make recommendations for the annual updates to the long-term financial forecast.
6. Review and make recommendations for addressing storm water requirement compliance.
7. Review current and potential utilization of assessment districts.
8. Review and provide input to the City Council on a policy related to special event sponsorship.

The FAC has created subcommittees to begin dealing with work plan items. Currently active Subcommittees include:

1. **Benchmarking Study Subcommittees (Work Plan Item #1):**
   - Subcommittee 1: Members Hibbs, Leonard and Reitzfeld
   - Subcommittee 2: Members Kearney, Lara and Sua
   - Subcommittee 3: Members Alexander, Eriksson and Trovato

2. **Revenue Opportunities Subcommittee (Work Plan Item #2):**
   Members Alexander, Eriksson and Trovato

3. **Special Events Work Plan Item (Work Plan Item #8):**
   Members Alexander, Eriksson and Hibbs

To date, the FAC has made a recommendation to city Council on the City's Rental Assistance Program, filed quarterly status reports to Council regarding Measure-Y sales tax proceeds (Item 3), commented on and approved the recommended modifications to the budget process, made a series of recommendations regarding the City's current financial policies (Item 4), and reviewed the long-term financial forecast (Item 5). The FAC has worked vigorously in drafting a Budget Benchmarking Study (Item 1), drafted a Policy related to Special Event Sponsorship (Item 8), received presentations on the storm water issue from Public Works staff (Item 6), and received a presentation on the various assessment district options available to cities (Item 8). Staff continues to work with the subcommittee established to deal with the communication of financial information on the website (Item 4).

The purpose of this item is for the FAC to discuss remaining work plan items and their priority, whether subcommittees are appropriate, and if so, to establish and make appointments to them.

ATTACHMENTS:

None.

MOTION:

That the FAC:

(1) Discuss the approved Work Plan and provide feedback to staff on prioritization; and

(2) Discuss the potential creation of subcommittees; and,

(3) (if desired) Create such subcommittees; and,

(4) (if desired) Appoint members to such subcommittees.

City of Culver City, California

Finance Advisory Committee Agenda Item Report

Meeting Date: 10/14/2015	Item Number: A-2
AGENDA ITEM: Receive Report from the Special Event Sponsorship Policy Review Ad Hoc Subcommittee.	
Contact Person/Dept.: Jeff S. Muir/Finance	Phone Number: 310/253-5865
Public Notification: (E-Mail) Meetings and Agendas – Finance Advisory Committee (10/07/15)	
Department Approval: Jeff Muir (10/07/15)	

RECOMMENDATION:

Staff recommends the Finance Advisory Committee (FAC) receive a report from the Special Event Sponsorship Policy Review ad hoc subcommittee.

DISCUSSION:

On November 10, 2014, the City Council directed the FAC to review a policy for City support of special events for City Council consideration. The City Council receives regular requests for funding assistance and sponsorship for special events. Sponsorship requests for the City have been historically approved on a case-by-case basis in the form of fee waivers for City permits and staffing costs, cash sponsorships or financial reimbursements. The fiscal effect of the increasing volume and value of requests has generated concern by Council members.

During the December 10, 2014 FAC Meeting, the Special Event Sponsorship Policy Review ad hoc subcommittee was formed to research and provide suggestions to the Committee at large.

At the September 9th FAC Meeting, the Subcommittee requested members to review the proposed application and process packet. Discussion was continued to the October 14, 2015 Finance Advisory Committee meeting, where the Subcommittee will entertain additional feedback from the Committee at large in effort to finalize the recommendation to be submitted to City Council.

ATTACHMENTS:

None

City of Culver City, California

Finance Advisory Committee Agenda Item Report

MOTION:

That the FAC:

(1) Receive a report from the Special Event Sponsorship Policy Review ad hoc subcommittee;

(2) Discuss and make recommendations on Proposed Special Event Application and Process Packet; and

(3) Approve Proposed Special Event Application and Process Packet for transmittal to City Council.

City of Culver City, California

Finance Advisory Committee Agenda Item Report

Meeting Date: 10/14/2015	Item Number: A-3
AGENDA ITEM: Discussion of Budget Benchmarking Study.	
Contact Person/Dept.: Jeff S. Muir/Finance	Phone Number: 310/253-5865
Public Notification: (E-Mail) Meetings and Agendas – Finance Advisory Committee (10/07/15)	
Department Approval: Jeff Muir (10/07/15)	

RECOMMENDATION:

Staff recommends that the FAC continue its discussion and recommendation on the Budget Benchmarking Study.

DISCUSSION:

Item 3 of the FAC Work Plan is to 'Undertake a Budget Benchmarking Project to compare where and how Culver City spends and receives money to selected similar communities. Analyze possibilities for alternative service delivery methods.'

The FAC will provide status updates on Subcommittee data and draft analyses.

ATTACHMENTS:

- None