

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

March 13, 2024  
7:00 p.m.

**CALL TO ORDER & ROLL CALL**

Vice Chair Bauer called the regular meeting of the City of Culver City Finance Advisory Committee to order at 7:05 p.m. in the Dan Patacchia Meeting Room at City Hall.

**Members Present:**           ANDREW LACHMAN, Chair\*  
                                  MARC BAUER, Vice Chair  
                                  JOHNNIE GRIFFING, Member  
                                  KEITH JONES, Member  
                                  KEVIN LACHOFF, Member  
                                  VIKRAM THAKUR, Member

\*Chair Lachman joined the meeting at 8:24 p.m.

**Absent:**                       LEIGH AUSTIN, Member  
                                  ANISSA DI VINCENTE, Member

**Staff Present:**             Lisa Soghor, Chief Financial Officer  
                                  Michael Towler, Finance Manager  
                                  John Figueroa, Senior Account Clerk  
                                  Jonathan Villasana, Account Clerk

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**Pledge of Allegiance**

Member Jones led the Pledge of Allegiance.

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**Public Comment for Items NOT on the Agenda**

Vice Chair Bauer invited public comment.

John Figueroa, Senior Account Clerk, indicated that no public comment had been received.

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**Receipt and Filing of Correspondence**

John Figueroa, Senior Account Clerk, indicated that no correspondence had been received.

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**Consent Calendar Items**

**Item C-1**

**Approval of the Minutes for the Finance Advisory Committee Meeting of February 14, 2024**

**MOVED BY MEMBER GRIFFING AND SECONDED BY MEMBER THAKUR THAT THE FINANCE ADVISORY COMMITTEE APPROVE THE MINUTES FOR THE FINANCE ADVISORY COMMITTEE MEETING OF FEBRUARY 14, 2024.**

**THE MOTION CARRIED BY THE FOLLOWING VOTE:**

**AYES: BAUER, GRIFFING, JONES, THAKUR**

**NOES: NONE**

**ABSENT: AUSTIN, DI VINCENTE, LACHMAN**

**ABSTAIN: LACHOFF**

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**Order of the Agenda**

**No changes were made.**

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**Action Items**

**Item A-1**

**Approve the Dissolution of the City Council Engagement Ad Hoc Subcommittee**

Vice Chair Bauer noted that the Subcommittee had served its purpose.

**MOVED BY MEMBER LACHOFF AND SECONDED BY MEMBER GRIFFING THAT THE FINANCE ADVISORY COMMITTEE DISSOLVE THE CITY COUNCIL ENGAGEMENT AD HOC SUBCOMMITTEE.**

**THE MOTION CARRIED BY THE FOLLOWING VOTE:**

**AYES: BAUER, GRIFFING, JONES, LACHOFF, THAKUR**

**NOES: NONE**

**ABSENT: AUSTIN, DI VINCENTE, LACHMAN**

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**Item A-2**

**Receive Reports for Discussion from the (1) Assets Ad Hoc Subcommittee, (2) Structural Revenue Review Ad Hoc Subcommittee, (3) Affordable Housing Ad Hoc Subcommittee, (4) 2024 Government Efficiency Ad Hoc Subcommittee, and (5) Provide Direction to Staff, if Deemed Appropriate**

Member Griffing discussed recent work of the Assets Ad Hoc Subcommittee; creation of a map of City-owned properties to ascertain City assets; and printouts were distributed to Committee Members.

Discussion ensued between staff and Committee Members regarding the spreadsheet with details regarding City-owned properties; the draft interactive map; plans to categorize different types of property; examination of potential opportunities for better or different uses of City property; consultation with other City staff; appreciation to staff for their assistance; origination of information provided; the assets schedule; property tax exemptions for the City; City acquisition of the gun store and the two motels; Redevelopment; the parking structures; Redevelopment project areas; property tax disbursement formulas; base property taxes; bonds; different processes for Redevelopment properties; diminished payments to repay the bond; revenue from Redevelopment properties; loan payments; and proceeds from the sale of Redevelopment property.

Vice Chair Bauer indicated no update available for the Structural Revenue Review Ad Hoc Subcommittee or the Affordable Housing Ad Hoc Subcommittee.

Member Griffing reported on the 2024 Government Efficiency Ad Hoc Subcommittee; noted that he had been unable to create a timeline due to unconfirmed dates; discussed a message from the City Clerk's Office that the originally agreed upon date would not work; efforts to finalize a new date with the City Clerk; identified milestones; the April 30, 2024 deadline for submittals; the trend of last minute applications; the amount of time necessary for review; criteria; the grading matrix; the methodical selection process; additional outreach; email sent from the CFO (Chief Financial Officer) to City staff; reminders as the deadline approaches; creation of the plaques; gift cards from local businesses; agreement to alert staff of when to send out reminders; and he indicated that they expected to have the timeline finalized by the April Committee meeting.

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### Item A-3

#### **Receive an Update on the Culver City Economic Vitality Task Force**

Member Lachoff discussed the most recent meeting of the Economic Vitality Task Force; topics considered; promotion of local businesses; planning for the Summer Sunset Music series; Third Wednesdays through the Downtown Business Association; Economic Development meetings with different business clusters in the City; business attraction and linkage; types of business Economic Development should try to draw into the City; ensuring vitality for businesses; positioning for the 2028 Olympics; addressing challenges faced by businesses; mobility and traffic; MOVE Culver City; parking; interest rate increases over the past few years; he indicated that the next meeting would not be until May and so a report would not need to be included on the April FAC agenda; discussed the informative community budget session; and availability of the presentation on the Culver City website.

Discussion ensued between staff and Committee Members regarding collaboration with other area cities for Olympics preparation; a potential parks bond; making use of parks; public interest; opportunities for hotels and eateries; the transition of the Economic Recovery Task Force to become the Economic Vitality Task Force; cluster meetings; and representation from different business sectors.

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### Item A-4

#### **Update Appointments to Ad Hoc Subcommittees**

Discussion ensued between staff and Committee Members regarding the maximum number of Committee Members allowed to serve on a subcommittee; Member interest in serving; a message sent by Member Austin indicating her interest in serving on the Affordable Housing Ad Hoc Subcommittee; and clarification that the Economic Vitality Task Force is not a subcommittee.

**MOVED BY VICE CHAIR BAUER AND SECONDED BY MEMBER LACHOFF THAT THE FINANCE ADVISORY COMMITTEE**

**1. APPOINT MEMBER AUSTIN TO THE AFFORDABLE HOUSING AD HOC SUBCOMMITTEE; AND,**

**2. APPOINT MEMBER THAKUR TO THE ASSETS AD HOC SUBCOMMITTEE; AND,**

**3. APPOINT MEMBER THAKUR TO THE 2024 GOVERNMENT EFFICIENCY AD HOC SUBCOMMITTEE.**

**THE MOTION CARRIED BY THE FOLLOWING VOTE:**

**AYES: BAUER, GRIFFING, JONES, LACHOFF, THAKUR**

**NOES: NONE**

**ABSENT: AUSTIN, DI VINCENTE, LACHMAN**

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Item A-5

**Receive an Update on the Implementation of Measure BL**

Lisa Soghor, Chief Financial Officer, introduced the item.

Michael Towler, Finance Manager, provided a presentation on the implementation of the new business license tax rates and classifications approved by voters in November 2022; discussed preliminary results; progress made; the large task to modernize the municipal code; goals of Measure BL; work of City staff and consultant HdL (Hinderliter, de Llamas & Associates) to ensure that the measure is successful; exemptions; confidential gross receipt information; deadline for payment; website improvements; public outreach; education; reclassifications; online renewals; actual revenue from the previous year; projected revenue for the current year; history of business license tax revenue; the big push for compliance in Fiscal Year (FY) 2022-2023; follow-up with delinquent businesses; discovery of new businesses not on the tax roll; and optimism with reaching the projected revenue target for FY 2023-2024.

Lisa Soghor, Chief Financial Officer, discussed original projections; actuals for FY 2022-2023; the significant push on compliance; level of compliance; usefulness of outside resources when there is limited staff; and outreach to businesses.

Michael Towler, Finance Manager, discussed the partnership with HdL ; penalties; late payments; administrative fee cost recovery; outgoing communication throughout the renewal process; email reminders; incoming communication; increases to the number of calls received; decreases to email received; business license renewals; the increase to the number of businesses that filed online; issues in the process to improve on; confusion around eligibility for the \$200,000 tax exemption; the importance of outreach; alerting businesses to eligibility for an exemption; the focus on customer service; simplification of the form to decrease confusion; revenue; confidence in meeting projected numbers; and appreciation to staff for their work on the overhaul.

Discussion ensued between staff and Committee Members regarding cost for HdL; net revenue; businesses on the tax rolls; increases to the tax base; the basis for fees charged by HdL; review of communication by Culver City; the robust team of agents; similar operating hours; new classifications; allowing businesses to request a change to their classification; initial notifications encouraging online options for renewal; the Business License Account Portal; workflow; quality assurance; proper documentation for making the classification change; City review of the changes; questions about new tax rates rather than appeals; discovery and compliance; the audit piece; the penalty cycle; data to guide next steps; the 75% compliance rate before escalated penalties; businesses that close and open; investigative methods used by HdL; the original recommendation to the City Council; the City Council decision to double the exemption; audits; examination of data provided; refunds; the rocky start with HdL in 2019; regular communication; fire inspections; businesses requesting specific apportionments; exemptions; new rates; and a suggestion that the department apply for a Government Efficiency Award.

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Item A-5

### **Discussion of April 10, 2024 Agenda**

Chair Lachman joined the meeting.

Discussion ensued between staff and Committee Members regarding a request to have HdL make a presentation to the FAC; the Culver City resolution passed in 2021 acknowledging the racial history of Culver City; staff agreed to research employee inquiries into setting aside money from cannabis revenues for reparations; declining cannabis revenue; Resolution 2021-R066; mechanisms to

address the resolution; and the updated timeline for the Government Efficiency Awards.

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**Public Comment – Items NOT on the Agenda (Continued)**

Vice Chair Bauer invited public comment.

John Figueroa, Senior Account Clerk, indicated that no public comment had been received.

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**Items from Committee Members/Staff**

Lisa Soghor, Chief Financial Officer, discussed upcoming work plan presentations to the City Council on March 20-21; the focus on strategic goals; identification of resources necessary to address work plan priorities; the budget kick off; delivery of the budget to the City Council; and budget presentations in May.

Chair Lachman proposed an agenda item for FAC budget requests at the April FAC meeting.

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**Adjournment**

There being no further business, at 8:35 p.m., the City of Culver City Finance Advisory Committee adjourned their meeting to a regular meeting to be held on April 10, 2024.

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John Figueroa  
SECRETARY of the Culver City Finance Advisory Committee  
Culver City, California

APPROVED



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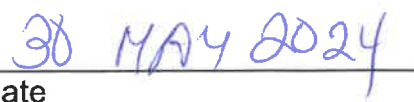
Andrew Lachman  
CHAIR of the Finance Advisory Committee, Culver City, California

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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Jeremy Bocchino  
CITY CLERK



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Date