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CITY OF CULVER CITY FINANCE ADVISORY COMMITTEE

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

May 9, 2018
7:00 p.m.

CALL TO ORDER & ROLL CALL

Chair Alexander called the meeting of the City of Culver City Finance Advisory Committee to order at 7:03 p.m. in the Dan Patacchia Meeting Room at City Hall.

Members Present: **CRYSTAL ALEXANDER**, Chair
 JOSE CASAREZ, Member*
 ALEJANDRO LARA, Member
 JANE LEONARD, Member
 DARREL MENTHE, Member
 STEVEN REITZFELD, Member
 BRYAN SUA, Member**

Absent: **DAVID TROVATO**, Vice Chair
 SEAN KEARNEY, Member

*Member Casarez arrived at 7:05 p.m.

**Member Sua exited the meeting at 7:45 p.m.

Staff Present: **Jeff Muir**, Chief Financial Officer
 Erica McAdoo, Senior Budget Management Analyst
 Michelle Villongco, Secretary

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Pledge of Allegiance

Steven Reitzfeld led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Chair Alexander discussed open seats available on the Finance Advisory Committee and the meet and greet for those interested in serving on Boards, Committees and Commissions.

Chair Alexander invited public comment.

The following members of the audience addressed the Committee:

Nancy Barba provided background on herself noting that she was interested in serving on the FAC.

Mitch Blake provided background on himself and discussed his interest in serving on the FAC.

David Metzler reported attending the meet and greet and expressed interest in seeing how the FAC works.

Member Casarez joined the meeting.

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Consent Calendar

Item C-1

Meeting Minutes

Chair Alexander indicated that the spelling of Member Menthe's name would be corrected in the minutes.

THE FAC PASSED A MOTION APPROVING THE MINUTES FOR THE REGULAR FINANCE ADVISORY COMMITTEE MEETING OF MARCH 14, 2018 AS CORRECTED (ABSENT MEMBERS KEARNEY AND TROVATO).

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Action Items

Item A-1

Discussion Regarding Conducting a Review of Other Cities' Fees for Ridesharing Services to Provide Findings/Recommendations to the Parking and Traffic Council Subcommittee

Chair Alexander reported that the item had come forward from the City Council Subcommittee and she noted other forms of transportation coming into the City.

Jeff Muir, Chief Financial Officer, provided background on the item.

Discussion ensued between staff and Committee Members regarding work done by Subcommittee Members; bringing forth recommendations; fee collection; policies for taxis; designated pick up and drop off spots in Los Angeles; and regulating pickups vs. regulating drop-offs.

Chair Alexander invited public input.

The following member of the audience addressed the Committee:

David Metzler discussed use of Bird electric scooters; revenue generation; impound fees in Santa Monica for improperly stored scooters; financial incentives; paying \$1 per scooter per day to occupy space in Santa Monica; auditing scooters with the online app; he expressed support for getting money from Bird; felt that the number of scooters reported daily should be public information; he reported that people were irritated by scooters being left all over the place; and legitimate parking of Birds in parkway areas.

Discussion ensued between meeting attendees, staff, and Committee Members regarding the impound process; fees; crowd sourcing; scooter activation; pricing; concern that there are no rules or policies for where the scooters can be ridden; permitting; regulations; creation of policies; City imposed fees; enforcement; overlap and collaboration between bodies; Bikeshare; competitors; last mile solutions; helmets; safety concerns; regulatory considerations; the new Bicycle and Pedestrian Coordinator; an upcoming meeting to discuss mobility issues; state regulations; fees vs. taxes; proceeding with the research portion of the issue; the Revenue Subcommittee; Business Tax Review subcommittee; Subcommittees dissolved at the last meeting; and the new Board.

THE FAC PASSED A MOTION TO CREATE A NEW SUBCOMMITTEE TO CONSIDER UBER, LYFT, BIRD AND OTHER RELATED TRANSPORTATION MODALITIES.

Additional discussion ensued between staff and Committee Members regarding absent members, and Members Casarez, Menthe and Sua agreed to serve on the new subcommittee.

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Item A-2

Receive Reports from Subcommittees

Discussion ensued between staff and Committee Members regarding the Short Term Rentals Task Force; the report from Council Member Clarke at the previous City Council meeting; lack of input from the FAC Subcommittee; suggestions from the City Council; limitations to the allowable number of days to rent per year; enforcement issues; support for paying the taxes; business taxes; increased visits and revenue in Los Angeles county; whether the Short Term Rentals Task Force should be continued; concern that the Task Force was only for the Council Members; differences in the processes for the Short Term Rentals Task Force and the Marijuana Task Force; new Council Members; finding a method for additional public input; collection of fees before regulations are formulated; actions of the City of Los Angeles; meetings with Airbnb; other short term rental sites; willingness of hosts to comply; third party services for monitoring; projected revenue; occupancy tax; the small number of people expressing opposition; people who report not being able to stay in Culver City without short term rentals; Planning Commission consideration; complaint driven enforcement; support for taxation of short term rentals by the Culver Hotel; and continued monitoring of the short term rentals issue.

Bryan Sua exited the meeting at 7:45 p.m.

Additional discussion ensued regarding the Economic Development Initiatives Subcommittee; the Public/Private Partnerships Subcommittee; the Business Tax Review Subcommittee; revenue generation; conducting an analysis of business taxes; and efforts of marijuana companies to participate in the community.

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Public Comment – Items NOT on the Agenda (Continued)

None.

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Receipt of Correspondence

None.

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Item S-1

Culver City Email Account Set-Up Demonstration

Erica McAdoo, Senior Management Analyst, noted the importance of using City email accounts for all communication regarding FAC business; reported that the majority of the Committee was using the email; she indicated that City correspondence would no longer be sent to personal email addresses;

demonstrated log-in procedures; provided links and handouts; and she discussed password recovery.

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Item S-2

Discussion of June Agenda

Discussion ensued between staff and Committee Members regarding subcommittee reports; the quarterly Measure Y Sales Tax Status Update; discussion of how to organize the Measure CW reports; the work program to be submitted to the City Council; the consent item to provide the proposed budget to the City Council; availability of the budget online; bank fees; the Requests for Proposals process; weighing fees vs. needs; allowing new appointees to weigh in on the workplan; and the schedule of upcoming City Council meetings.

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Items from Committee Members/Staff

Discussion ensued between staff and Committee Members regarding costs to administer rent control; the general survey sent out by the City regarding a continuation of Measure Y; the upcoming election in November; the potential for a Culver City School District item on the November 2018 ballot; the sunset of Measure Y in 2023; consolidated elections; and extension of the sunset or making the tax permanent.

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Adjournment

There being no further business, at 8:14 p.m., the Finance Advisory Committee adjourned its meeting to Wednesday, June 13, 2018 at 7:00 p.m. in the Dan Patacchia Meeting Room.

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
CITY CLERK

Date