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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

September 12, 2018
7:00 p.m.

CALL TO ORDER & ROLL CALL

Chair Leonard called the regular meeting of the City of Culver City Finance Advisory Committee to order at 7:00 p.m. in the Dan Patacchia Meeting Room at City Hall.

Members Present: **JANE LEONARD**, Chair
 DARREL MENTHE, Vice Chair
 CRYSTAL ALEXANDER, Member
 NANCY BARBA, Member
 JOSE CASAREZ, Member
 BRYAN SUA, Member

Absent: **SEAN KEARNEY**, Member
 ALEJANDRO LARA, Member

Staff Present: **Erica McAdoo**, Senior Budget Management Analyst
 Michelle Villongco, Secretary

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Pledge of Allegiance

Vice Chair Menthe led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

George Laase distributed handouts for Committee Members; discussed the lack of competitive bidding in publishing legal notices for Culver City; he

asserted that there was an inordinate amount of use of the Culver City News over the Culver City Observer noting that both publications are adjudicated in the county and in the City; and he stated that the City was losing money by not using a competitive bid process.

Discussion ensued between Mr. Laase, staff and Committee Members regarding differences in legal notice rates between the Culver City News and the Culver City Observer; email sent on August 23, 2018 by Mr. Laase; ensuring equal access to public funds in contracting with the City; the purchasing threshold; competitive solicitation processes; sending items out to formal bid; administrative procedures; consideration of legal services and notifications by warrant rather than a contract; routine items; concern with giving all City business to one paper; using compliant businesses; requirements that change depending on what is being noticed; concern with favoritism; selection of a paper to ensure consistency with regard to noticing City bids; annual volume of Request for Proposals (RFPs); trends; and circulation.

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Consent Calendar

Item C-1

Meeting Minutes

THE FAC PASSED A MOTION APPROVING THE MINUTES FOR THE REGULAR FINANCE ADVISORY COMMITTEE MEETING OF JULY 11, 2018 (ABSENT MEMBERS KEARNEY AND LARA).

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Action Items

Item A-1

1) Receive A Report on the Clean Water, Clean Beach Parcel Tax (Measure CW) Project Activities; (2) Discuss the Proposed Measure CW Annual Report; and (3) Provide a Recommendation for Transmittal to City Council

Kim Braun, Environmental Programs and Operations Manager, discussed Measure CW; projects required by state and federal law; storm water permits; and required reductions.

Lee Torres, Senior Civil Engineer, discussed the state mandate; the National Pollution Discharge Elimination System (NPDES) permit; discharge requirements; the Regional Board; Watershed Management Areas; Ballona Creek and Marina del Rey; Total Maximum Daily Loads; compliance; restoring

water quality; pollutants; the Marina del Rey Watershed Group; the compliance plan; projects and programs to meet the goal; the Washington Boulevard Storm Water Project; addressing flows into the harbor; Enhanced Waste Management Plan (EWMP); the Green Street Master Plan; identified projects; finding a pathway to achieve compliance; development of a master plan for future projects; Mesmer Low Flow Diversion; dry weather flow; the inability to meet the dry weather bacteria deadline; the extension which required development of projects to meet the goal; the low flow treatment facility at Ballona Creek and Sepulveda Channel; design and construction; cost sharing for group projects; run off; dry and wet weather capture; the network of catch basins at Walnut and Washington; flow diversion to a treatment system and then on to Marina del Rey; elimination of any discharge with the completion of the project; efforts to comply; the public/private partnership with Costco; the Culver Boulevard Filtration Retention Project in the Ballona Creek EWMP; proposed credit trading due to Los Angeles dropping out of participation; costs; Baldwin Avenue Raingarden Rehab; lessons learned; settlement in the parkways; estimated costs; joint projects; operating and maintenance costs; public outreach and education; City-wide rain garden maintenance; and grants and monies received.

Discussion ensued between staff and Committee Members regarding percolation; the contribution from Costco; additional unforeseen costs; the overall construction budget; updated drawings and schematics; the schedule; the total amount of acre feet required to be treated; small projects; the 2021 compliance deadline; good faith efforts; rebate availability; limited availability for infiltration; fees for cleaning water; utilizing volunteers for maintenance; and partnerships with the School District.

Kim Braun, Environmental Programs and Operations Manager, discussed Measure CW; active pursuit of funding; partnerships; use of CW funds to date; encumbering funds to start out the RFP and design of the Green Street Master Plan; MS 4 permit compliance; monies still needed that are not funded by Measure CW; the five-year projection; and continued applications for grants and partnerships.

Discussion ensued between staff and Committee Members regarding scheduling changes; clarification that Measure CW does not sunset; the deficit shown; General Fund support; repayment of funds; appreciation for the grants and partnerships; the importance of being shovel ready; parcel taxes; the Baldwin Hills Conservancy Grant; and allowing an opportunity for the public to see what is going on with the underground projects.

Erica McAdoo, Senior Budget Management Analyst, discussed presenting the numbers in a way that the public can digest; mapping out Measure CW projects in the City with thumbnails; providing video links; FAC responsibility for publishing an annual report; fund oversight; differences between Measure Y and Measure CW reporting requirements; and making the report aesthetically pleasing.

Discussion ensued between staff and Committee Members regarding highlighting grant monies and partnerships in the report; illustrating the percentage of the money paid from Measure CW; the multiplier effect of tax monies; use of a consultant for marketing and outreach; packaging projects in order to get additional grants; electronic distribution; a suggestion to add pie charts; keeping the information brief; links to available video footage of the projects; educational footage; including an Executive Summary; Measure CW ordinance language; whether to include projects that Measure CW cannot fund; quantifying how proactive Culver City is in comparison to other cities; data the City is required to provide; feasibility within different platforms; and agreement to continue the discussion at the October meeting.

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Item A-2

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

Erica McAdoo, Senior Budget Management Analyst, discussed the report structure; the amount of money raised since implementation; she noted the need to update the date on the report; and discussed updated numbers for collection through March.

Discussion ensued between staff and Committee Members regarding differences from the adopted budget; mid-year updates to projects; tax producers; and punctuation.

THE FINANCE ADVISORY COMMITTEE PASSED A MOTION TO APPROVE THE MEASURE Y SALES TAX STATUS REPORT AND AUTHORIZE TRANSMITTAL TO CITY COUNCIL (ABSENT KEARNY AND LARA).

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Item A-3

(1) Discuss Appointment of Members to Subcommittees and (2) Receive Reports from Subcommittees

Erica McAdoo, Senior Budget Management Analyst, discussed revisions made to the workplan at the July FAC meeting; City Council questioning of why the business tax review was not expressly stated within the work plan; the feeling that business tax review was embedded; City Council direction to expressly state business tax review; temporary language pending finalization of the City Council Strategic Plan; and clarification that the spirit of the item remains the same but language will be updated to match Strategic Plan language.

Discussion ensued between staff and Committee Members regarding the

potential for Measure Y to expire; the quarter cent tax; Measure C, the Transactions and Use Tax; and Measure D, the proposed Charter Amendment.

Vice Chair Menthe provided an update on activities of the Business Tax Review subcommittee; noted research regarding taxes of other cities; and he observed that Culver City business taxes are lower than those in other cities.

Discussion ensued between staff and Committee Members regarding the consultant; decisions by businesses about whether or not to locate in Culver City; adjustments; a suggestion for an implementation period if the structure changes; best practices; push back; and people who do not get business licenses;

Further discussion ensued between staff and Committee Members regarding the On Demand Transportation Services Review subcommittee; implementation of tax by other cities; the complicated nature of the process; fees for shared transportation systems; the directive from the City Council; prioritizing automobile services; taxation by the City during the 6 month pilot period for Bird and Lime; creating a focus or framework of the subcommittee; and incorporating the scope into the staff report.

Further discussion ensued between staff and Committee Members regarding evaluating the viability of Veterans Auditorium becoming an Enterprise Fund and issuing a statement; clarification on expectations for the different subcommittees; and Member Casarez agreed to be the liaison for the Short Term Rentals Task Force.

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Public Comment – Items NOT on the Agenda (Continued)

Chair Leonard invited public participation.

No cards were received and no speakers came forward.

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Receipt of Correspondence

Chair Leonard acknowledged that correspondence had previously been received by the Committee from Mr. Laase.

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Items from Committee Members/Staff

Chair Leonard discussed efforts by staff to reduce expenses related to credit card fees; she reported that Erica McAdoo, Senior Budget Management Analyst,

had been compiling labor rates and equipment costs for City sponsored events that use staff time and City resources with a matrix of fees created to clarify actual costs; discussed establishment of a standardized rate sheet; fully burdened labor rates; and providing clarification on what is actually being sponsored.

Discussion ensued between staff and Committee Members regarding inconsistencies; the Special Events Grant Program; clarification regarding invoicing entities; consistency; using the fully burdened rate; development of tools to create transparency; private companies who want to hold their events in the City; the Committee for Permits and Licenses; clarification on the process to hold events; noticing requirements for businesses and residents in the area; involving the Downtown Business Association (DBA) in the process; unforeseen costs; budget requirements for sponsored events; the need for City sponsorship for many things to take place; off-cycle event requests; City anticipated costs; the debriefing meeting at the end of large scale events; finalizing of accounting; invoicing; capturing true costs; costs associated with every part of events; and streamlining the process.

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Item S-1

Articles & Issues

Discussion ensued between staff and Committee Members regarding articles distributed to Committee Members; clarification that much of the information had already been emailed to Committee Members; and efforts to provide transparency with distribution of information being shared.

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Item S-2

Discussion of Upcoming City Meetings

Discussion ensued between staff and Committee Members regarding the upcoming meeting on September 20, 2018.

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Item S-3

Discussion of October Agenda

Discussion ensued between staff and Committee Members regarding clarification that the next Finance Advisory Committee meeting would be held on October 10, 2018.

Erica McAdoo, Senior Budget Management Analyst, discussed the vacant seat on the FAC; outreach; and she agreed to forward a description for the business position to Committee Members along with the application.

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Adjournment

There being no further business, at 8:30 p.m., the Finance Advisory Committee adjourned its meeting to Wednesday, October 10, 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

Jane Leonard
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