

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

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

October 10, 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\*  
SEAN KEARNEY, Member  
ALEJANDRO LARA, Member

\*Member Casarez arrived at 7:20 p.m.

**Absent:** BRYAN SUA, Member

**Staff Present:** Erica McAdoo, Procurement & Financial Services  
Manager  
Michelle Villongco, Secretary

o0o

**Pledge of Allegiance**

Crystal Alexander led the Pledge of Allegiance.

o0o

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

Chair Leonard invited public comment.

The following member of audience addressed the Finance Advisory Committee:

Matthew Kirschenman, Bank of the West, introduced himself and indicated that he was available to ask any questions.

Discussion ensued between the speaker and Committee Members regarding available services; location; headquarters; information exchange; the business seat vacancy; inclusion in the RFP and bid listings; review of the business tax ordinance in the City; clarification regarding Committee purview; confidentiality; conflicts of interest; and the process.

Further discussion ensued between staff and Committee Members regarding requirements for business seat applicants; recommended applicants; leeway with requirements; intent of the City Council; and a suggestion to review bylaws for the November agenda.

**o0o**

### **Consent Calendar**

#### **Item C-1**

### **Meeting Minutes**

A MOTION WAS MADE BY MEMBER ALEXANDER AND SECONDED BY MEMBER MENTHE, APPROVING THE MINUTES FOR THE REGULAR FINANCE ADVISORY COMMITTEE MEETING OF SEPTEMBER 12, 2018 (ABSENT MEMBERS CASAREZ AND SUA AND WITH MEMBER KEARNEY ABSTAINING).

**o0o**

### **Order of the Agenda**

No changes were made.

**o0o**

## **Action Items**

### **Item A-1**

#### **1) Discuss Proposed Measure CW Annual Report and (2) Provide a Recommendation for Transmittal to City Council**

Erica McAdoo, Procurement & Financial Services Manager, provided background on the item; discussed the technical component; quarterly reports to the City Council; timing; scheduling; allowing additional time to receive applications for the vacant seat; and grouping the Finance items together at one City Council meeting.

Discussion ensued between staff and Committee Members regarding the November and December City Council meeting agendas; the new request from the City Council; ensuring that items are sequential on the agenda; reporting guidelines; ensuring that the City Council knows the work that is being done by the FAC; format of the report; clarification regarding funding percentages; and presentations by other departments.

Member Casarez arrived at 7:20 p.m.

Additional discussion ensued between staff and Committee Members regarding distribution; better communicating Measure Y results as the item comes closer to sunset; misinformation on Facebook; Measure C; financial transparency; ways that information is presented; inflated figures; the quarterly communications meeting and consultant; infographics; transforming data into a picture; making data accessible for the public; the School District; educating rather than advocating; adding the quarterly City Council report to the November agenda; staff agreement to email the bookmark to the presentation that the Parks, Recreation and Community Services (PRCS) Commission made to the City Council; and Committee consensus to package all the items together for the City Council presentation.

**o0o**

### **Item A-2**

#### **(1) Discuss Subcommittee Scope and Assignments and (2) Receive Reports from Subcommittees**

Vice Chair Menthe reported that the Business Tax Review subcommittee was on hold pending receipt of information from the consultant.

Erica McAdoo, Procurement & Financial Services Manager, reported that the consultant was working and the report is expected within the next few weeks; she indicated that staff would be meeting with the City Manager to determine a schedule; she discussed comparisons with other cities; development of questions for the consultant; variable rate taxes vs. flat rate taxes; and identification of the

presentation date.

Discussion ensued between staff and Committee Members regarding finalizing recommendations; next steps with the City Manager; timing; and changes to the code.

Member Barba reported that the On-Demand Transportation Services Subcommittee had met and discussed the need to consider the different services and businesses separately.

Discussion ensued between staff and Committee Members regarding the recent meeting of the Traffic and Parking subcommittee; the focus on rideshare; staff agreement to provide a status report on the electric scooter program; agreement by Bird and Lime to make payments to the City; using preferred transportation terminology for clarity; Uber and Lyft scooters; the ability to impound scooters; enforcement; the agreements with the City; timing; documenting and formalizing a scope of work for the subcommittees; examining similar cities; daytime population vs. residential population; and staff agreement to provide a report that identifies other comparable cities.

**o0o**

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

Chair Leonard invited public participation.

No cards were received and no speakers came forward.

**o0o**

#### **Receipt of Correspondence**

None.

**o0o**

#### **Items from Committee Members/Staff**

Erica McAdoo, Procurement & Financial Services Manager, noted that the FAC had added the task to review and provide recommendations for updates to the City's business tax code to the work plan and that would be formalized at the October 22 City Council meeting that would also include a review of the Strategic Plan.

Discussion ensued between staff and Committee Members regarding scope of the City Council discussion on October 22, and putting Veterans Memorial Complex on the November agenda.

o0o

Item S-1

**Articles, Issues and Notes**

Chair Leonard noted distribution of the link to the website regarding the business seat vacancy and the video link and staff report regarding Airbnb.

Discussion ensued between staff and Committee Members regarding allowing additional time for application submittal; representation from the FAC at the City Council meetings associated with short term rental activity; and a reminder that the FAC was the first to point out the need to address the issue and did the initial research on short term rentals.

o0o

Item S-2

**Discussion of November Agenda**

Erica McAdoo, Procurement & Financial Services Manager, noted items for the November agenda including: bylaws, the quarterly report; incorporating Measure CW into the quarterly report; C and B; and continued subcommittee reports.

Discussion ensued between staff and Committee Members regarding adding a discussion of election results to the agenda.

Chair Leonard expressed appreciation to Erica McAdoo for her thoroughness, conciseness and clarity; and she thanked Committee Members for their work and their knowledge.

o0o

## **Adjournment**

There being no further business, at 8:04 p.m., the Finance Advisory Committee adjourned its meeting to Wednesday, November 14, 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