

City of Pacifica  
Financing City Services Taskforce  
Minutes – January 25, 2012

1. Call to Order: 6:33 by Chair Bruce Banco. Attending: Mary Ellen Carroll, Pete Shoemaker, Bill Bent, Karen Ervin, Sue Vaterlaus, Greg Cochran, Joe Kell, Councilmember Len Stone and Councilmember Mary Ann Nihart.  
Staff: Steve Rhodes, Ann Ritzma  
Excused: Omar Saleh and Suzan Getchell-Wallace
2. Minutes: January 10, 2012 minutes were approved.
3. Observations and Comments about the Community Open House – Task Force members shared their observations and impressions from the Open House. These included:
  - o Good opportunity to listen and have dialogue
  - o Good one-on-one discussions
  - o A bit crowded at the beginning and not the format everyone was expecting
  - o Event was an excellent opportunity to present information and get feedback
  - o Needed more information on employee cuts and efforts done to date.
4. Discussion on Development of New Five Year Plan

The group discussed what the goal should be for the developing the new plan. The first step was to discuss an outline of where we are going and when (should something needs to happen – i.e. June ballot measure or development of a budget. Staff handed out a summary of the budget and reserve balance for the past four years and a summary of negotiated contracts. The Task Force asked for more detail including a survey of several job classifications (compare total compensation in Pacifica to total compensation in other San Mateo County cities) and a total savings for negotiated items (salary and benefits).

Staff went over a summary of the survey results – each proposal was summarized by % opposed or % support – as a guide in discussing options. Chair Banco approached the option list by looking at those options that had more support (2, 20, 15, 23, 26, 27, 21, 11, and 12) and asking the group to discuss the options and perhaps categorize them as feasible or something that should be recommended for inclusion in the plan.

Other Task Force members suggested that the group discuss the options that had the most potential for savings or revenue (met or exceeded the annual deficit). The group discussed the sales tax option (#16b). Staff outlined the timeline for a sales tax ballot measure and noted that a recommendation would need to be made quickly to meet the deadlines for the ballot. Discussion continued about the risk - \$54,000 for election costs for the ballot measure, would people vote for it, could the issue be framed either this measure or X? There would need to be a lot of education as there is a lot that the public is requesting. How does the message get

out? The group emphasized the need to get information out on the cuts to date, employee compensation and requests for employee cuts across the board.

The group also discussed the need to inform the public about a need for a reserve. The group returned to a prior handout on the reserve and reserve goals for FY 15/16 of between 12%-20%.

The group discussed that the UUT, although it looked somewhat favorable, did not have the same support as the sales tax.

The public commented on the discussion.

They cautioned that real numbers needed to be developed – especially concerning the option to contract out public safety (what are the real cost savings). City Manager was asked to provide more concrete numbers from the Sherriff and he responded that it would take several weeks but would be available.

The various union groups (POA, PPSA, Fire, Department Directors, and Miscellaneous) spoke about their commitment to step up to assist with whatever measure or option was presented to the public. They also emphasized their support for the sales tax measure, their commitment to continue to be part of the solution through negotiations and working a campaign.

A community member emphasized that there needs to be education, transparency and education. Hard facts in a summarized form.

At 9:00 pm, the Task Force brought the discussion back to the table. The group discussed the decision making in light of potential other financial factors including the State's taking of "soft money", honoring a process for allowing the citizens (voters) to continue to decide (60% support in survey) and the impact of decisions on real people (both employees, citizens and Pacifica at large).

A motion was made by Joe K. and seconded by Karen E. to recommend to City Council "that a ½ cent sales tax measure be placed on the June 5<sup>th</sup> ballot" Discussion continued – with emphasis on getting more detailed information, quantifying outsourcing numbers and looking a timeframes for having a firm 5 year Plan in place as the community considers the options.

The question was called and the motion passed.

Public Comment: Bill Glasgo thanked the Task Force and committed his bargaining union's support for the ½ cent sales tax.

5. Next Meeting: February 1, 2012 at 6:30 pm – Police Department. Adjourn 9:30PM.