City of Pacifica
Financing City Services Taskforce
Minutes – November 16, 2011

1. Call to Order: 6:34 by Chair Bruce Banco. Attending: Bill Bent, Sue Vaterlaus, Suzan Getchell-Wallace, Karen Ervin, Greg Cochran, Joe Kell, Councilmember Len Stone and Councilmember Mary Ann Nihart.
   Staff: Steve Rhodes, Ann Ritzma
   Excused: Omar Saleh, Mary Ellen Carroll and Pete Shoemaker.

2. Minutes:
   November 1, 2011 minutes approved. Handout to Taskforce on results of revenue measures in the November 8th election (statewide) from www.californiacityfinance.com.

3. Development of Financial Plan Options and Preparation for Community Forum/Input

   City Manager Steve Rhodes discussed an approach to the upcoming Community Forum:
   1. Develop a goal
   2. Develop options
   3. Present goal (i.e. $700,000 per year)
   4. Present options (revenue enhancement and expenditure reductions) View as a menu of options to choose from (no priority or rankings)
   5. Use survey for feedback from community members

   The intro for the forum could be: "Here is where we are . . . Here is what we've done . . . . Here are a number of options . . . "

   Additionally, the group discussed how to get people to participate in the process through marketing and advertising. Need to do outreach and utilize mailer and electronic road signs to invite and remind of public forum.

   Flow of public forum:
   A. Come in the door and get intro – "Where the city stands financially and what are the options (with the do nothing option too)
   B. Invite to "free flow" through various stations where Task Force teams will explain several of the options (pros and cons). Each station to have graphics explaining the options.
   C. Solicit feedback at the station or via survey
      Hardcopy survey at meeting
      On-line survey
      Mail in or drop off survey
      *Note – survey should have space for additional options

   Marketing and branding of event is important so that the public knows what they are attending and can answer the question "When I go to the meeting I want to _____"

The Task Force took comments from the public which included:

Both hard copy and on-line survey should be available at the time of the forum.
Getting the word out is important – send a postcard to everyone.
Give out information a week in advance

The Task Force decided to send postcards to everyone in town, use newspaper ads and electronic sign boards to get information out about the forum. Len S. offered to create the "branding" and postcard design. The group was divided on the mailing of the postcard – mid-December or first of January. Bill Bent suggested using clubs and organizations to help with publicity.

City Manager, Steve Rhodes handed out the current 5 YR Financial Plan which shows reserves from FY08/09 to projected FY16/17. Steve presented two scenarios for reserves – 10% and 15%. Each reserve amount requires a yearly amount of either savings and/or revenue generation. The Task Force asked what the "standard" amount of reserve is for a City. The standard is between 15% and 20%. Setting a reserve amount is about the amount of risk the City is willing to take should an unexpected event occur. The group discussed a recommended reserve and 3 recommended 15% and 4 recommended 10%. The goal is then 10% or $700,000 in reductions and/or revenues (combination). Mary Ann added that 10% is about risk. Len added that with a large event and no reserve – the City would have no choices.

The group also asked that staff prepare more information on:

Chart of revenue the State has taken from the City over time
Pros and cons of what a tax might do for the City of Pacifica
List where we are with regards to employee contracts – concessions, positions eliminated
Ten years of general fund budget – how it has changed over time and staff levels
One task force member asked what it would mean if the City disincorporated.

The audience added:

POA president commented that his unit had been through a lot. He invited task force members to talk with him so that the bargaining unit could be heard.

Mentioned that the cuts came without service level reductions – and that he didn't think we could keep doing it all with so much less.

Building a reserve was wise but not on the backs of employees.

Not knowing what is involved in a reserve – would want a case built for it in the public forum.

4. Adjourn at 7:40 pm – Next meetings: Tuesday, Dec 6th at 6:30pm, Tuesday, Dec 20th at 6:30pm, January 10th 6:30pm (Prep for Forum) and January 11th 6:30pm (Forum at Community Center).