City of Pacifica
Financing City Services Taskforce
DRAFT Minutes – February 28, 2012

1. Call to Order: 6:30 by Chair Bruce Banco. Attending: Pete Shoemaker, Karen Ervin, Sue Vaterlaus, Bill Bent, Greg Cochran, Joe Kell, Councilmember Len Stone and Councilmember Mary Ann Nihart.
   Staff: Steve Rhodes, Ann Ritzma
   Excused: Omar Saleh

2. Minutes: Feb 15, 2012 minutes were approved with a correction that adds "may be considering" in reference to a Jefferson Unified High School District ballot measure.

   Chair Banco informed the group that there was a need for a new Vice Chair now that Mary Ellen had resigned. Karen Ervin was nominated by the group and approved as the new vice chair.

3. Discussion on Development of New Five Year Plan

   Staff distributed the handouts for Options B (explore potential for contracting police services), C (expenditure reductions and reductions to community organizations and increased revenues) and G (expenditure reductions and reductions to community organizations and increased revenues with a ½ cent sales tax in November 2012). In light of the City Council not placing a ballot measure on the June 2012 election, Chair Banco asked the Task Force to discuss and make recommendations that could be utilized in the upcoming budget process.

   City Manager suggested that the Task Force focus on recommendations that will assist in the budget process and then take a hiatus until the budget process is complete. After that the Task Force could start finalizing the 5 year document and complete the public education/feedback process.

   The following was expressed:

   > Joe K. asked that Task Force recommendation for Option A (1/2 cent Sales Tax in June 2012) – even though the Council did not implement, be incorporated into the background information section for the final 5 Year Plan document.
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   > If a sales tax were considered for a November ballot – would the Council be prepared to move (i.e. labor process complete, final numbers in place)? The public is now engaged in the conversation (issues) and there is momentum. Can the momentum be maintained from now till November? The City needs a dedicated source of revenue (now). The Task Force did what it needed to do to recommend a dedicated source of revenue.
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   > Don't see any option at this point except Option C in order to develop a budget. There is no new revenue source so we don't have any other options.

It appears that until there are better numbers for the option of exploring the potential of contracting police services it will be difficult to move forward on a sales tax measure. Where are the numbers?

Discussion then focused on comparing Options C and G –

What if a sales tax passed in November? Restore cut items and begin to build reserve.

Must go with "C" and assume that "G" might not pass. Worst case scenario.

What if we gave no direction and turned it over to Council?

If we recommend a November ballot issue – could we get public involved and what would be the timeline? Group felt that momentum could be maintained and that having summer to educate would be helpful. Ballot measure would need to be approved for County deadline by August.

If approved in November, when would sales tax revenue start? It lags one quarter after it begins to be collected. Implement in January – revenue in April.

Steps would be to balance budget for July 1 with "C", recommend "G" and concurrently keep getting numbers for "B".

Pete S. made a motion, seconded by Suzan to: "Recommend that Option G be the preferred option, followed by Option C and then parallel to those options, Option "B". The motion passed 9-0.

4. Public comment:

Susan Vellone: Mentioned that a sales tax measure for November would need more time than August. Should consider November and work towards making a decision early in the summer.

Peter Olinger – Thanked the Task Force for really good work. Get the numbers and RFP! Work for the sales tax in November.

Dan Steidle – Tasked Force has differing opinion from Council. Should look closely at potential savings for outsourcing now that odds of outsourcing have increased without the June sales tax measure.

Jim Tasa – Thank Task Force for hard work – Forum and Council meeting shows there is strong support for a sales tax measure. Remember what this represents – community, long term stability, long-range service to the community and the reason that Pacifica is a low crime, safe community – proactive policing – a value that can't be measured.

Task Force discussed time table:

Take a hiatus until after the budget process (June).

Look at November election and get going.

Take time to get community on board and organize, educate.

Tonight's meeting is not the forum for discussing an election measure.

Public comment:

Police should know the number for contracting out.

What's going to happen with filling of the now vacant Council position?

Can the Council have an emergency Council meeting and still get the June measure? On the other hand how can citizens know the "trade off" without RFP that establishes the level of service and the cost of contracting?

In negotiations with the Sheriff's Department you can't always know the consequences or repercussions of decisions. Can't always measure the impact until there is an increase in crime, the city is not as attractive and there is a cost associated with decision.

5. The group adjourned at 7:50 pm.

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