

I. WELCOME/INTRODUCTIONS

As this was the Committee's first meeting, the five members and City staff introduced themselves when the meeting was called to order at 5:04 p.m. Members provided e-mail and telephone contact information.

At this time, Ms. Hosken asked for a role call:

Present: Lee Kennedy, Dean Kunicki, Darryl Nind, Richard Rogero, Greg Stratton
Absent: None
Staff: Eric Levitt, City Manager; Rebekka Hosken, Budget Officer; Jody Kershberg, Administrative Services Director; Linda Swan, Deputy City Manager; Matt Cuevas, Management Analyst; Ky Spangler, Deputy City Clerk.

There was one member of the public present, Ky Spangler, a current employee who lives in the City. She had no public comments.

II. ROLE OF THE COMMITTEE

The City Manager welcomed Committee members, noted that the City is facing increasing financial pressures and, therefore, is seeking public input and the Committee's recommendations. He listed several major items contributing to the financial issues such as the loss of redevelopment funding, the loss of transportation funding, and increasing pension costs. He noted that potential solutions could include expenditure reductions, revenue increases, or a combination of both.

Ms. Hosken noted that it was important to gain the Committee's recommendations and input by end of January 2018 in order to ensure integration into the 2018-19 budget process.

When asked if it was appropriate for Committee members to solicit input from individual employees, Mr. Levitt said that he would prefer formal input be provided to the entire Committee if desired but that as residents of the community, they could speak with whomever they'd like.

III. OVERVIEW OF COMMUNITY ENGAGEMENT PROCESS AND CITY BUDGET

Ms. Hosken gave a Powerpoint presentation about the role of the Budget Advisory Committee as directed by City Council. She also introduced members to the budget formulation process, concepts of City fund accounting, overview of revenues and expenditures, and the five-year forecast and associated deficits. She provided packets of information to each member and agreed with requests that additional information, including the Adopted City Budget, would be

forthcoming by e-mail.

Members asked whether the City had considered outsourcing the Transit operation; the City is currently finalizing a short-range Transit study and has done some exploration of outsourcing. Members asked whether the City had hired consultants to review department operations for efficiencies; the City has not typically done this. It was noted that the City has not raised fees and service charges in some areas for many years and that the General Fund has been subsidizing Landscape Maintenance Funds in the amount of \$750,000 per year in recent years.

IV. MARKETING FOR PUBLIC WORKSHOPS

The Committee discussed the best outreach methods to use to invite public participants and to try to ensure that a broad cross-section of the community would participate. Methods for outreach included (in priority order):

- Flyers/presenters at service clubs, meetings, local events
- SVTV and online public service announcements
- Utility Bill inserts
- Online notices on City website, Facebook, Twitter
- Flyers at City sites (Library, Senior Center)
- Ads in Newspapers or Press Releases

The Committee discussed the methods in which to best garner public participation and input. Various options including online surveys, in-person paper surveys, and in-person meetings/workshops were discussed with pros and cons noted for each option. Some concern was expressed about having “sticker” voting as this could lead to “groupthink” with participants voting on obviously popular items. Ms. Hosken offered to bring detailed examples back to the next meeting to finalize a methodology for the meetings.

Ms. Hosken shared five logo options for the budget process and the Committee selected option #1 with one adjustment to bold both components of the “Your City, Your Money” phrase. This logo will be used repeatedly to “brand” the budget outreach process.

V. INFORMATION REQUESTS: NONE

VI. SCHEDULING OF FUTURE MEETINGS: Tuesday, October 10, 2017 at 5:00 PM.

VII. ADJOURNMENT

The meeting was adjourned at 6:42 p.m.

Rebekka G. Hosken

Rebekka G. Hosken, Budget Officer