

I. ROLL CALL:

Ms. Hosken started a roll call at 5:06 p.m.

Present: Lee Kennedy, Dean Kunicki, Darryl Nind,

Absent: Richard Rogero, Greg Stratton

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 City employee. She had no public comment.

II. SELECTION OF COMMITTEE CHAIR

The members present selected Dean Kunicki as Chair to run the meetings.

III. REVIEW AND APPROVE THE MINUTES FROM THE 9/26/2017 MEETING

Mr. Kunicki moved, and Mr. Kennedy seconded, to approve the minutes, which were approved 3-0.

IV. REVIEW SAMPLE PUBLIC INPUT SURVEY OPTIONS

Ms. Hosken provided three sample survey formats to the Committee for review and discussion. Mr. Kunicki requested the real list of City programs and services and associated cost information; Ms. Hosken stated it would be provided by the next meeting. A discussion followed regarding the level of detail appropriate for the public audience, with consensus that the survey itself should be very simple but that more detailed factual information also be available and provided. In particular, key areas of interest such as pensions should have "Frequently Asked Questions" (FAQ) summaries available.

Ms. Hosken suggested that the City have a separate website page just for the Budget Input Process where both the survey and backup detail/FAQ information would be provided; the Committee agreed.

Survey Sample #1 was criticized for not forcing the public to recognize the need for real reductions and it was felt they wouldn't take it seriously. One member preferred Sample #3 but others felt it was too complex and would take too long to complete. In the end, the Committee preferred Sample #2 ("Build a Budget") but with percentages or ratios that correlate with the City's real cost and budget and with a necessary numerical forcing of reductions (e.g., all services could not be included in the budget). The Committee agreed to keep refining the survey after receiving the actual cost data from Ms. Hosken.

V. NEW BUSINESS: None.

VI. MARKETING FOR PUBLIC WORKSHOPS

The Committee again discussed outreach methods to use to invite public participants and to try to ensure that a broad cross-section of the community would participate. Ms. Hosken shared that the Community Services Department was reserving two Neighborhood Council meetings, with two Councils at each, for this purpose in mid-November and the group agreed this was good. The Committee suggested holding another meeting at the Chamber of Commerce and perhaps the Senior Center and otherwise making a short presentation advertising the online survey and meetings to the Rotaries, Kiwanis, Elks, Youth Council, places of worship, and high schools. It was suggested that it also be discussed at each City Council meeting.

The Committee agreed that anyone (City staff or themselves) could, if provided with talking points for a presentation, make the presentations to local groups. Ms. Hosken agreed to provide such talking points soon. The message for the presentations would be that the City is facing budgetary and financial challenges and forecasting deficits, and that the City Council is seeking community input on how best to balance the budget going forward.

Mr. Cuevas shared research and options regarding the online survey. While some had considered putting a .pdf online for residents to download and return, others felt an immediate online "fill out the survey" option was better for ease of use, would save staff time for analysis, and concern that residents wouldn't take the effort to return a hard copy via mail. Ms. Spangler shared that 2,000 responses were mailed in from a water vote held a year prior. The City will continue to review costs and best methods of providing the survey online.

Committee members asked about the possibility of placing an ad in the Acorn newspaper; Mr. Levitt said it was possible but cost was an issue and he questioned the effectiveness. A Committee member suggested waiting to do that if response levels were below expectations and the group agreed this was prudent. City staff will also contact reporters to see if a story can be prepared to advertise the budget process in lieu of a paid advertisement.

VII. SCHEDULE NEXT MEETING:

The next two meetings were scheduled for October 17 and October 24 at 5 p.m.

VIII. ADJOURNMENT

The meeting was adjourned at 6:10 p.m.

Rebekka G. Hosken

Rebekka G. Hosken, Budget Officer