

I. ROLL CALL:

Mr. Kunicki called the meeting to order at 5:14 p.m. At this time, Ms. Hosken asked for a role call:

Present: Dean Kunicki, Greg Stratton, Darryl Nind
Absent: Lee Kennedy, Richard Rogero
Staff: Eric Levitt, City Manager; Rebekka Hosken, Budget Officer; Jody Kershberg, Administrative Services Director; Linda Swan, Deputy City Manager; Matt Cuevas, Management Analyst

There were no members of the public present.

II. REVIEW AND APPROVE THE MINUTES FROM THE 10/10/2017 MEETING

Mr. Kunicki moved, and Mr. Nind seconded, to approve the minutes, which were approved 2-0 with Mr. Stratton, who was not at the prior meeting, abstaining.

III. BROWN ACT INFORMATION

Ms. Hosken explained that the Committee was subject to the State Brown Act for transparency. She agreed to send a summary of the Act to all members but pointed out that, if three or more members were present at any presentation or informally, it was a meeting of the Committee and should be publicly noticed, etc. For that reason, any survey presentations should be attended by two or fewer members of the Committee.

IV. REVIEW SAMPLE PUBLIC INPUT SURVEY OPTIONS

Mr. Kunicki remarked that he had not finished reviewing the list of programs and services sent by Ms. Hosken and wanted additional time to review. He requested the Committee be provided a copy of the Transit Plan and Presentation from the October 16 City Council meeting. Ms. Hosken summarized the prior meeting discussion for Mr. Stratton's benefit and the three survey types discussed.

Mr. Cuevas then reviewed the online survey options and costs. The City's website provider has an online survey option which is free but has limited question format options and very limited analysis of results, which would require City staff time for analysis. www.Surveymonkey.com costs money (the version allowing an unlimited number of responses costs about \$408/year) but is more flexible in survey makeup and analyzes all results except text boxes. The Committee agreed to go with the unlimited response version of SurveyMonkey and Mr. Levitt agreed to provide funding. The Committee acknowledged that this

would not allow for a “build a budget” numerical calculation survey type but that a prioritization of options survey is fine as long as it is clearly acknowledged to respondents that low priorities could result in cuts or reductions to services. The Committee also requested a testing period by which they and family members or City staff could “try out” the survey to ensure ease of use.

Ms. Hosken and Mr. Cuevas agreed to provide the Committee with an actual draft survey at the next meeting and allow the Committee to edit the draft.

V. REVIEW PLANNED MEETINGS/PRESENTATIONS

Ms. Hosken shared a draft of the “FAQ” template to be used for the Frequently Asked Questions supplemental information and also a rough draft of the Presentation to be given by staff and Committee members at outreach events. The Committee agreed it was on the right track. Staff will continue to work on the actual facts for presentation.

Ms. Hosken shared that there are two meetings scheduled to capture all four Neighborhood Councils, one on Tuesday, November 14, and another on Thursday, November 16. She asked about access to a Chamber of Commerce meeting and the group suggested an appearance at the Economic Development Committee by Mr. Gabler, Assistant City Manager. All other marketing options would be short presentations at various groups to drive traffic to the online survey. It was noted that the Senior Center may have to assist seniors in completing the survey or offer access to the computer lab there.

VI. ADDITIONAL BUDGET/FINANCIAL DATA

Mr. Kunicki requested additional financial and performance data on the Police Department, given it is 52% of the General Fund. He noted a desire to see information on response times, overtime spending, and more. Ms. Hosken agreed to provide available information.

VII. ADJOURNMENT

The meeting was adjourned at 6:15 p.m. The next meeting is scheduled for Tuesday, October 24, at 5 p.m. in the City Hall Community Room.



Rebekka G. Hosken, Budget Officer