



**SANTA MONICA BUDGET TASK FORCE  
REGULAR MEETING MINUTES**

SANTA MONICA INSTITUTE TRAINING ROOM  
330 OLYMPIC DRIVE, 2<sup>ND</sup> FLOOR (PLAZA LEVEL)  
SANTA MONICIA, CA 90401

**MONDAY, JANUARY 27, 2020**

**6:00PM**

[santamonica.gov/BudgetTaskForce](http://santamonica.gov/BudgetTaskForce)

I. Call to Order at 6:04pm

II. Roll Call

The Interim Chair conducted Roll Call.

*Present*

Judy Abdo, Interim Chair

George Brown

Janine Bush

Laurence Eubank

Ina Godoy

K. John Lee

David Nanjo

Brandi Lockhart

Kimberly Ong

Jeremy Peterson

Concepcion Rechtszajd

Matt Rice

Phillip Ticun

*Absent*

Dominic Gomez, Interim Vice Chair

Dominick Bei

*In addition, the following City staff were also in attendance:*

Rick Cole, City Manager  
Katie Lichtig, Assistant City Manager  
Brandon Ward, Deputy City Attorney  
Gigi Decavalles-Hughes, Director of Finance  
Susan Lai, Budget Manager, Finance  
Jennifer Young, Senior Budget Analyst, Finance  
Jonathan Tang, Senior Budget Analyst, Finance  
Landry Doyle Wiese, Management Fellow  
Andy Agle, Director of Housing & Economic Development  
Jason Harris, Economic Development Manager, Housing & Economic Development  
Elana Buegoff, Pier Administrator, Housing & Economic Development  
Jaclyn Rivera-Krouse, Farmers Market Manager, Housing & Economic Development  
Rufiena Jones, Farmers' Market Assistant  
Christine Pagtalunan, Farmers' Market Coordinator I  
Jody Loi, Farmers' Market Coordinator II  
Melissa Lindley, Principal Administrative Analyst, Housing & Economic Development  
Karen Ginsberg, Director of Community & Cultural Services  
Danielle Noble, Assistant Director, Community & Cultural Services  
Stephanie Reich, Design and Historic Preservation Planner, Planning & Community  
Development  
Debbie Lee, Chief Communications Officer, City Manager  
Ben Delfin, Deputy City Attorney

III. Approval of Minutes

George Brown moved to approve the December 2, 2019, meeting minutes and was seconded by Laurence Eubank. The motion passed unanimously.

IV. Discussion and Possible Action Items

**Vote for Budget Task Force Chair and Vice Chair**

Deputy City Manager Katie Lichtig initiated discussion of selecting a Chair and Vice Chair. George Brown moved to install Judy Abdo as the permanent chair and Dominic Gomez as the Vice Chair; Phillip Ticun seconded the motion. The motion passed unanimously.

**Proposal One: Increase Santa Monica Farmers Market Program Vendor Fees**

Economic Development Manager Jason Harris presented the Housing and Economic Development Department's proposal to increase Santa Monica Farmers Market vendor fees. Harris discussed topics including but not limited to: the history of Santa Monica's

farmers markets; the current operating model and fee structures for agricultural and prepared food vendors; the City's compliance and quality control standards; affordability and additional programming efforts; and alignment with City values.

HED presented four options: Option A to increase vendor fees by 1%, for an estimated annual revenue increase of \$174,000; Option B to have a non-profit organization manage the Santa Monica Farmers Market; Option C to alter the program operations to reduce operating expenses, and Option D to maintain the program as is. HED recommended Option A.

The Task Force discussed topics including but not limited to: the City's process for verifying vendor revenues; the City's indirect administrative costs; eliminating or subcontracting only the neighborhood markets; eliminating only the Main Street market; adjusting the rate structure for prepared food vendors at one or multiple markets; the risks related to contracting with a non-profit provider; potential expansion of the market program; current market staffing; and the department's preference to increase vendor fees to 6% rather than 7%.

#### *Public Comment*

The Budget Task Force received written comment from Hassan Ghamlouch opposing the proposal (Attachment A).

Irma Carranza attended to recommend that staff pursue measures to grow the market, particularly by removing vendor restrictions to attract new local vendors at the Pico Market, rather than raise vendor fees or contract to a third-party non-profit.

#### *Motion*

George Brown moved to accept the staff recommendation to increase the agricultural vendor fee from 5% to 6% of gross sales. K John Lee seconded the motion.

Laurence Eubank moved to increase the agricultural vendor fee from 5% to 7% of gross sales. The motion was not seconded.

The Task Force held a roll call vote on George Brown's original motion.

Judy Abdo	Y
Dominic Gomez	<i>Absent</i>
Dominick Bei	<i>Absent</i>
George Brown	Y
Janine Bush	Y
Laurence Eubank	Y
Ina Godoy	Y
K. John Lee	Y
Brandi Lockhart	Y
David Nanjo	Y
Kimberly Ong	Y
Jeremy Peterson	Y
Concepcion Rechtszajd	Y
Matt Rice	Y
Phillip Ticun	Y

The motion passed unanimously.

**Proposal Two: Coordinated Municipal Marketing Program**

Management Fellow Landry Doyle Wiese presented a Finance Department proposal to develop a municipal marketing program that would raise revenues by: a) selling advertising on City-owned assets in the public right of way or on City-owned property, b) selling naming rights for City-owned property or other assets, and c) negotiating sponsorships for City programs or events. The Department did not advocate for a specific proposal or option but recommended issuing an RFP to conduct a valuation of potential assets and establishing a Municipal Marketing Committee to develop program policy.

Doyle's presentation included a discussion of topics including but not limited to: the City's urban design and architectural standards; current Sign Code restrictions related to

off-premises signs; existing marketing-related revenues; case studies in other cities; potential risks and tradeoffs; and the range of assets the City could consider including in a potential municipal marketing program.

Task Force discussed topics including, but not limited to: the staff's intended purpose for the proposal; the timeline for implementation; the viability of pilot projects or options with a shorter lead time; the staff reasoning for contracting the work to a third-party; the potential impact to Enterprise Funds including the Big Blue Bus and the Pier Fund; the potential costs of developing a marketing program; the potential litigation risk associated with a marketing program; and whether or not staff could narrow the scope of the proposal internally.

*Public Comment*

There was no public comment.

*Motion*

K John Lee moved to accept the staff recommendation to pursue marketing opportunities in all four asset classes—municipal property, City-owned assets in the public right of way, city programs, and special events—by conducting an asset valuation and establishing a municipal marketing committee. The motion did not receive a second.

Brandi Lockhart moved to pursue marketing opportunities for only a limited set of assets. Laurence Eubank seconded the motion.

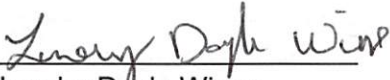
After additional Task Force discussion, Chair Judy Abdo recommended that staff return the following week with more specific, actionable recommendations. Brandi Lockhart withdrew her motion, and the Task Force agreed that the item should continue in the next meeting.

V. Future Meetings and Agenda Items

The next meeting is Monday, February 3, 2020 at 6pm.

Meeting adjourned at 8:44pm.

ATTEST:

  
Landry Doyle Wiese  
Secretary

APPROVED:

  
Judy Abdo  
Interim Chair

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