



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

SANTA MONICA INSTITUTE TRAINING ROOM
330 OLYMPIC DRIVE, 2ND FLOOR (PLAZA LEVEL)
SANTA MONICA, CA 90401

**MONDAY, FEBRUARY 3, 2020
6:00PM**

santamonica.gov/BudgetTaskForce

- I. Call to Order at 6:10pm
- II. Roll Call

The Chair conducted Roll Call.

Present

Judy Abdo, Chair
Dominic Gomez, Vice Chair
Dominick Bei
George Brown
Janine Bush
Laurence Eubank
K. John Lee
Brandi Lockhart
David Nanjo
Kimberly Ong
Jeremy Peterson
Concepcion Rechtszajd
Matt Rice
Phillip Ticon

Absent

Ina Godoy

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
Stephanie Lazicki-Meyer, Principal Administrative Analyst, Finance
Jennifer Young, Senior Budget Analyst, Finance
Jonathan Tang, Senior Budget Analyst, Finance
Landry Doyle Wiese, Management Fellow
Karen Ginsberg, Director of Community & Cultural Services
Danielle Noble, Assistant Director, Community & Cultural Services
Shannon Daut, Cultural Affairs Manager
Sam Fandrich, Principal Administrative Analyst, Community & Cultural Services
Debbie Lee, Chief Communications Officer
Ben Delfin, Deputy City Attorney
Bill Walker, Fire Chief
Terese Toomey, Principal Administrative Analyst, Fire
Lori Gentles, Chief People Officer
Michael Arnoldus, Human Resources Manager

III. Approval of Minutes

Jeremy Peterson moved to approve the January 27, 2020, meeting minutes and was seconded by Kimberly Ong. The motion passed unanimously.

IV. Discussion and Possible Action Items

Proposal One: Implement Paramedic Assessment Fee

Chief Bill Walker presented the Fire Department's proposal to implement a paramedic assessment fee for ALS/BLS treatment on all patients who are transported, with reduced rates for Santa Monica residents. In total, the Department anticipated that the fee adjustment would increase revenues by over \$400,000 annually.

Walker discussed topics including but not limited to: the City's current emergency response metrics; the City's current charges for services; the collections process, and the current payor mix.

The Task Force discussed topics including but not limited to: the City's contract with McCormick its third-party ambulance provider; the Department's plan to communicate with the public; whether the level of services varies based on a patient's ability to pay; fee structures and collection rates in other cities; the City's moral responsibility to

provide emergency medical services; the Department's overall costs and ability to recover costs; the final bill to patients who receive ALS or BLS Treatment.

Public Comment

There was no public comment.

Motion

Brandi Lockhart moved to implement a paramedic assessment fee for ALS/BLS treatment on all patients who are transported, with reduced rates for Santa Monica residents. The motion was seconded by Jeremy Peterson.

The Task Force held a roll call vote.

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

The motion passed by a vote of 10 to 3 with one abstention.

Proposal Two: Evaluate Resourcing for City Events

Principal Administrative Analyst Stephanie Lazicki-Meyer presented a Finance Department proposal to improve transparency and cost recovery for City events by a.) standardizing rates for staff services and b.) creating an evaluation process for events that receive City subsidies.

Lazicki-Meyer's presentation included a discussion of topics including but not limited to: the current scope of permitted events and connection to City values; key challenges for resourcing City events; the City's current policy for budgeting for events and evaluating new or existing events; the components of a full cost recovery rate; and the proposal's estimated impact on Jazz on the Lawn, 4th of July Parade, Twilight on the Pier; and the LA Marathon.

Task Force discussed topics including, but not limited to: cost recovery policy and total costs for other cities that host the LA Marathon; the percentage of resident attendance at Twilight on the Pier; event public safety requirements; whether events could be staffed by third-party contractors or as-needed employees; the net additional savings the policy might generate; the LA Marathon's economic impact on transient occupancy tax and sales tax; whether the city should seek 100% cost recovery on all events; and the City's process for categorizing events.

Public Comment

Howard Sunkin, former Director of the LA Marathon, spoke to describe the Marathon's positive impact for the City of Santa Monica, the Marathon's desire to continue partnering with the City, and the Marathon's inability to bear the increased costs.

Murphy Reinschreiber, Chief Operating Officer of Concur Endurance Group also spoke to describe the Marathon's benefits to Santa Monica, the Marathon's desire to seek City sponsorship, and the Marathon's plans to partner with Downtown Santa Monica, Inc. to increase activation of the Promenade.

Motion

George Brown moved to support the staff recommendation to charge a 100% cost recovery rate for city sponsored events and non-city events; to charge a 50% cost recovery rate for city produced events, city co-produced events, and SMPC or DTSM produced events; to require all events receiving discounted rates or direct funding to submit an evaluation and compete for City funds; and to evaluate how events are categorized. Jeremy Peterson seconded the motion.

The Task Force held a roll call vote.

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

The motion passed by a vote of 13 to 1.

Proposal Three: Coordinated Municipal Marketing Program

Following the discussion in Task Force's previous meeting on January 27, 2020, Finance Director Gigi Decavalles-Hughes and Chief Communications Officer Debbie Lee re-introduced the proposal to develop a municipal marketing program. Staff presented two recommendations:

1. The City should accept and evaluate unsolicited proposals for short-term opportunities that could generate revenues in under 1 to 2 years.
2. The City should use its existing contract with the Superlative Group to evaluate and prioritize mid and long-term opportunities that could generate revenues in 2 or more years.

Staff's presentation included a discussion of topics including but not limited to: the City's historical experience procuring sponsors and the reasons the City would prefer to conduct a valuation before moving forward with specific marketing proposals.

The Task Force discussed topics including, but not limited to: the cost of a valuation; the City's plan to integrate community input into potential marketing opportunities; restricting advertising to local businesses; and the potential to expand the list of municipal assets.

Public Comment

There was no public comment.

Motion

Jeremy Peterson moved to accept the staff's recommendations to a.) accept and evaluate unsolicited proposals for short-term opportunities that could generate revenues in under 1 to 2 years and b.) use its existing contract with the Superlative Group to evaluate and prioritize mid and long-term opportunities that could generate revenues in 2 or more years. Philip Ticun seconded the motion.

The Task Force held a roll call vote.

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|-----------------|--------|
| Judy Abdo | Y |
| Dominic Gomez | Y |
| Dominick Bei | Y |
| George Brown | N |
| Janine Bush | Y |
| Laurence Eubank | Y |
| Ina Godoy | Absent |
| 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 |

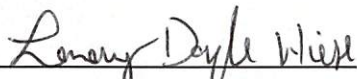
The motion passed unanimously.

V. Future Meetings and Agenda Items

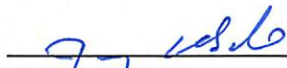
The next meeting is Monday, February 24, 2020 at 9:04 pm.

Meeting adjourned at 8:44pm.

ATTEST:


 Landry Doyle Wiese
 Secretary

APPROVED:


 Judy Abdo
 Chair

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