



CITY OF SANTA MONICA

REGULAR MEETING AGENDA OF THE BUDGET TASK FORCE

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

MONDAY, FEBRUARY 24, 2020
6:00 PM

Call to Order

Roll Call

(Please note that Agenda Items may be reordered during the meeting at the discretion of the body.)

1. **Approval of Minutes:** Approval of February 3, 2020 Minutes
2. **Discussion/Action Items**
 - a. Overview of Proposals and Previous Motions
 - b. Progress Toward \$1.5 million Target
 - c. Revisions to Previous Motions
 - d. Transmittal of Motions to the City Manager
3. **Public Input:** Public input is permitted only on items not on the agenda that are within the subject matter jurisdiction of the Budget Task Force. State law prohibits the body from taking any action on items not listed on the agenda, including issues raised under this agenda item.
4. **Written Communication:** Review of any written communications received from the public
5. **Adjournment**

STANDARDS OF BEHAVIOR THAT PROMOTE CIVILITY AT ALL PUBLIC MEETINGS:

- Treat everyone courteously
- Listen to others respectfully
- Exercise self-control
- Give open-minded consideration to all viewpoints
- Focus on the issues and avoid personalizing debate
- Embrace respectful disagreement and dissent as democratic rights, inherent components of an inclusive public process, and

tools for forging sound decisions

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This agenda is subject to change up to 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Please check the agenda prior to the meeting for changes.

City of Santa Monica
Finance Department
1717 4th Street, Santa Monica, CA. 90401
Phone: 310-458-8281 E-mail: Finance.Mailbox@smgov.net
Website: finance.smgov.net

PUBLIC INPUT GUIDELINES: Public attendance and comment at Advisory Council meetings are welcomed and encouraged. Members of the public will have 3 minutes to speak and should submit a chit to City staff before the presentation begins. If more than, 15 members of the public wish to speak on one item, speaking time will be limited to 2 minutes each. If a member of the public submits a late chit, his/her speaking time will be limited to 1 minute. Members of the public wishing to speak will be called upon in the order in which their chit was received. Applause or any other disruptive behavior is not allowed. Any member of the public unable to attend a meeting but wishing to comment on an item(s) listed on the agenda may submit written comments prior to the meeting by mailing them to Finance Department, Attn: Budget Task Force, 1717 4th Street, Suite 250, Santa Monica, CA 90401. Or comments may be emailed to Finance.Mailbox@smgov.net.



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

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

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 Conqur 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.

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.

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:

APPROVED:

Landry Doyle Wiese
Secretary

Judy Abdo
Chair

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