The Newsletter of the California Society of Municipal Finance Officers

Dedicated to Excellence in Municipal Financial Management

May 2003

President's Message

Zane Johnston, Finance Director, City of Tracy Just Say "No" to SUVs that we know

Has your city seen a proliferation of SUVs in your fleet, especially in the Public Safety arena? Except for those jurisdictions actually needing four-wheel drive capability (i.e., snow- and ice-covered roads), is there really any justification for an SUV when a smaller, more fuel-efficient vehicle would transport city personnel from Point A to Point B?

Cities inflict some of their own budget pains by unnecessarily increasing operating costs while at the same time maligning the State for forcing us to comply with costly unfunded mandates. How much could your city save if its fleet of vehicles could double the current miles per gallon average? We have to ask critical questions about how we do business within our own jurisdictions and how we could do this cheaper without sacrificing public or employee safety or service to the community.

It seems to me that until a few years ago, fire departments managed to respond to calls just fine without the Battalion Chief arriving on scene in a Chevy Suburban. Do fires get put out faster if administrative personnel are driving SUVs?

The tricky part of just saying "No" to that SUV request from any city department is that our role as the finance professional asking critical questions can sometimes be misinterpreted by our fellow department directors. To say they do not need an SUV is to imply that we know more about the needs and operations of their department than they do.

To get past department resistance or the perception of meddling in their affairs, you might start small and try to forge change over time. Ask a department head to consider a test case by introducing a more fuel-efficient vehicle into the department's fleet. They may end up actually liking the vehicle or at least admitting that it served their needs as well as a gas guzzler.

Another suggestion may be to make efficiency "cool". Public Safety is especially conscious about image. I can envision a really cool-looking PT Cruiser

Battalion Chief vehicle. At half the cost of a Chevy Suburban and twice the miles per gallon, this substitution could achieve your goal of efficiency.

Today more than ever, we need to deliver community services efficiently. This may mean asking employees to try something different like using fuel-efficient vehicles. It's OK to say "No" to SUVs. Just be prepared to do some salesmanship or employing creative methods to bring about the use of more fuel-efficient vehicles.

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The MiniNews is your newsletter! Take advantage of our monthly publication by sharing with us your ideas. CSMFO is always seeking input from all members on topics in any department section.

Don't forget to visit the website at www.csmfo.org for the latest news!

Attachments: GASB 34 Workshop Registration form and flyer, Beginning Governmental Accounting Registration form and flyer



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Technology

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Scholarship Program

Debra Ryan, Half Moon Bay Candis Hong, Thousand Oaks

Technology Corner

Josh Betta, South Pasadena Julia James, Malibu Bill Statler, San Luis Obispo

NBA Technology

Playoff time. If you've seen any *still* photographs of NBA play lately, you've probably been amazed at the lucidity and color composition of the images. It turns out that capturing still photographs of high-speed sports is as much about high-priced equipment as it is about highly-skilled photographers.

Andrew Bernstein is Director of Photography at Staples Center and the Senior Official NBA Photographer. If it's a L.A. Laker still shot, it's Andy's work. Andy's also a Corner loyalist.

The Staples Center in Los Angeles is outfitted with a radio transceiver system, using wired and wireless elements, called the "Flash Wizard II." The Wizard connects cameras in various locations around the arena to a system of ceiling strobe lights, each set consisting of eight strobe packs and heads. When Andy is ready to shoot, he triggers an auxiliary button on his courtside camera that simultaneously fires one strobe pack in the arena. This one "burst" of strobe light throughout the arena creates enough instantaneous light to support still photographs of the high-speed action from several remote cameras at once. Each camera captures a different angle on the play, naturally.

Stand back and admire the technology being harnessed here: radio transmissions are generated in a timed relationship with light waves *and* multiple camera shutters to capture the beauty of athletic endeavor.

The Wizard was developed in live-action R&D over a four-year period in collaboration with a Vermont company. "We learned how to make it work by trial and error," Andy observed. He paused. "Believe me, three of those years were really frustrating."

Conduit connections allow for sharing of the strobes between Andy's Staple Center crew and other publications, including Sports Illustrated, the Los Angeles Times,



and the Orange County Register. The Wizard sees action at all L.A. Kings' hockey games as well.

Generally, Andy and his team manage 14 cameras during a game — 3 at courtside, the other 11 in remote sites. They shoot an average of 25 to 30 rolls of film each game. During playoff contests, or the NBA All-Star showdown, up to 35 cameras are in position. On these occasions between 80 and 100 rolls of film see light of strobe.

The utility of sports photography, like financial reporting, increases with its timeliness. Because Andy's crew uses 2 or more digital cameras, images are available for transfer at something approaching real time. During halftime or key timeouts – while America faces its refrigerator – digital diskettes are literally "run" from the arena floor to a PC in the press room. The images are uploaded to the NBA's webmaster for inclusion on the League website and/or on one of the 29 NBA team websites. (The websites are co-managed by the League and individual clubs. Check out NBA.com). At the same time, the same images are uploaded to the NBA Picture Desk managed by Getty Images, a third-party vendor. From the Getty site, officially licensed NBA vendors can later select pictures for inclusion in their publications and promo-

We're not done yet. All these images — digital and film — are quickly evaluated by the NBA for inclusion in their photo library. In a related project, the NBA is scanning older photographs into its photograph library so that pre-digital images of Larry Bird and Magic Johnson will live on.

As fascinating a process as it is difficult to describe. Next time you watch a game, pay close attention to slow-motion television replays that are played back in frame-by-frame fashion. When an individual frame is inexplicably "whited out" by strobe light, that's Andy Bernstein getting the picture.

Chapter Corner: Northeast Counties

Steve Strong, Finance Officer, City of Redding

Northeast Counties Chapter headed by City of Redding Finance Officer, Steve Strong hosted 3 days of government finance training in January, specifically GASB Statement 34 training, which drew municipal finance officials from as far away as Los Angeles. City of Redding Financial Management Specialist, Karen Sundin, worked with the California Society of Municipal Finance Officers to get Greg Allison, CPA and K. Lee Carter, CPA, nationally known speakers on government accounting, to offer this training in Redding. Greg is the former Assistant Director of Technical Services for the Institute of Government at the University of North Carolina. Lee is Vice President of Capital Management of the Carolinas and Adjunct Faculty Member for the Institute of Government at the University of North Carolina. Government finance officials, as well as their auditors attended the classes. It is rare for this caliber of instructors and training to be available in an area as remote as Redding. All those in attendance praised the quality of the instructors and the material presented. Every atteendee will benefit tremendously as a result of this opportunity.

The Northeast Counties Chapter is young and we are still working to determine how best to meet the needs of our primarily remote and rural membership. Presently, we are holding meetings once each quarter. For more information on Northeast Counties Chapter for CSMFO contact Steve Strong, Finance Officer City of Redding at 530-225-4087 or sstrong@ci.redding.ca.us.

Chairnerson

Chantor

Chapter **Meeting Notices**

Coachella Valley

Jenny Barnes, Chapter Chair, Accountant II, City of Cathedral City

Date: Monday, May 19, 2003

Time: 12:00 p.m.

Location: Indian Palms Country Club

Cost: \$16.00 per person Speaker: Lance Eipperle

Topic: Telecommunications Changes Affecting Local Government

RSVP: No later than

Wednesday, May 14, 2003 Lucy Ramirez, (760) 342-6560

Central Coast

Lynda Snodgrass, Chapter Chair, City of Arroyo Grande

Thursday, May 8, 2003 Date:

Time: 2:00 pm

Email Address

Location: Rosa's Italian Restaurant

Speaker: Mike Cox, Administrative Services

Director, City of Santa Maria

Please RSVP by May 2, 2003 RSVP:

> Janet Huwaldt 805/473-5430 jhuwaldt@arroyogrande.org

CSMFO Chapter Chairs

Chapter Assistant - Tawni Escudero, League of California Cities 916/658-8210 or tescudero@cacities.org Tolonhono

Cnapter	Cnairperson	i eiepnone	Email Address
Central Coast	Lynda Snodgrass	805/473-5432	lsnodgrass@arroyogrande.org
Central Los Angeles	Robert S. Ridley	562/801-4395	bridley@pico-rivera.org
Central Valley	Vacant		
Channel Counties	Christine Cohen	805/654-3151	christine.cohen@mail.co.ventura.ca.us
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Sacramento Valley	Barbara Brock	916/645-3314	bbrock@ci.lincoln.ca.us
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San Gabriel Valley	Josh Betta	626/403-7250	jbetta@ci.south-pasadena.ca.us
San Gabriel Valley	Tracey Hause	626/574-5400	thause@ci.arcadia.ca.us
South Bay	Jag Pathirana	310/970-7927	jpathirana@earthlink.net
South San Joaquin	Sandra Montoya	559/713-4423	smontoya@ci.visalia.ca.us

LAIF Moneys Protected by Statute

The State of California **cannot** borrow or withhold LAIF moneys. Recent discussions about the State's budget deficit have generated questions from LAIF agencies and their oversight boards about the safety and accessibility of moneys invested with LAIF.

Can the State borrow LAIF dollars to resolve the budget deficit?

No. California Government Code 16429.3 states that moneys placed with the Treasurer for deposit in the LAIF by cities, counties, special districts, nonprofit corporations, or qualified quasi-governmental agencies shall not be subject to either of the following:

- (a) Transfer or loan pursuant to Sections 16310, 16312, or 16313.
- (b) Impoundment or seizure by any state official or state agency.

Can the State withhold LAIF moneys if the State fails to adopt a budget by the June 30th deadline?

No. California Government Code 16429.4 which was added to the LAIF's enabling legislation during the 2002 session states that the right of a city, county, city and county, special district, nonprofit corporation, or qualified quasigovernmental agency, to withdraw its deposited money from the LAIF upon demand may not be altered, impaired, or denied in any way by any state official or state agency based upon the States failure to adopt a State Budget by July 1 of each new fiscal year.

Questions regarding the LAIF program may be directed to LAIF Administrator Eileen Park at (916) 653-3001 or by email at *epark@treasurer.ca.gov*.

The Longest Journey Begins With a Single Step

Bob Torrez, CFO, City of Long Beach

With the State and California cities facing the most wide-ranging budget crises in decades, the first tentative steps toward fiscal reform have begun to surface in the ranks of legislators and city officials. At first glance some of the proposals may appear narrow in scope or conceptually flawed, but the first intimations of dialogue and compromise should be welcomed.

In the legislative arena, one bill has been attracting attention in recent weeks: AB 1221 (Steinberg and Campbell). At its most basic level, AB 1221 would partially substitute property tax revenues for sales tax revenues, thus potentially discouraging the ongoing fiscalization of land use throughout the state.

This and other similar bills are very complex and raise as many issues as they attempt to solve; however, the most significant observation that can be made about them is that they represent a fresh and innovative approach when compared to the legislation of prior years. They are earnest, if flawed, attempts to formulate new paradigms in addressing the financial dilemmas facing local governments and their citizens.

It is the defects in AB 1221 that highlight the desirability of cities having a place at the table when fiscal reforms of this nature are considered. For example, the tax replacement strategy at the heart of AB 1221 is only viable if the law's proposed disbursement structure remains unchanged in future years. However, those of us in local government are well aware of the State's duplicatous history of making fiscal promises, then reneging when hard times appear on the horizon. If representatives of local governments had helped write this legislation, they would have emphasized the need for constitutional protection to protect the interests of cities. The League of California Cities has recognized the necessity for first-hand involvement in reform efforts. At its recent meeting in Sacramento.

board members agreed to continue discussions on "a series of principles for balancing the state budget and fiscal reform." The principles are tentatively scheduled to be adopted at the May 15th League General Assembly meeting. Likely provisions of the resolution include:

- Reduce the State deficit through a combination of budget cuts and temporary tax increases dedicated solely to retiring short-term debt.
- Keep the VLF "promise" by either restoring the VLF or funding the backfill.
- Control State spending and build reserves.
- Constitutionally limit legislative efforts to seize local revenues and/or shift costs to local governments.

It is also encouraging that Darryl Steinberg, the principal author of AB 1221, sympathized with the various cities' suspicion of their legislative representatives. "You should not trust the legislature, "he said recently. However, although Mr. Steinberg vowed to support constitutional protections for local revenues, he was reluctant to hold up AB 1221 for that reason.

In addition, at a gathering of local government and finance industry executives, participants were informed by a State Senator that it appeared there was general consensus within the Legislature on all but about \$8 billion of the proposals to resolve the \$35 billion State budget deficit. Furthermore, we heard that local government would probably not be asked to provide the solution for the \$8 billion unresolved gap. Nonetheless, the resolution of that remaining piece of the State's budget dilemma will undoubtedly be contentious; given the need for Republican support of the proposed tax increase measures, a grab of local government revenues remains a concern. (continued on page 5)

Become a Reviewer – Volunteer Today! 2003-04 CSMFO Budget Award Program

David Cain, CSMFO Budget Committee Chair

Joan Michaels, Senior Advisor

The CSMFO Budget Committee has already begun to receive applications from members who are volunteering to be a reviewer for this year's Budget Awards Program. If you would like to get some good ideas on how to improve your budget, there is no better way than to participate as a budget reviewer yourself. This will give you the opportunity to see how other jurisdictions are preparing their budget documents. It is never to early for you to complete an application and become a part of this valuable program. This awards program cannot be as successful as it has been without your continued help and support! Please Volunteer Today!

The CSMFO Budget Award Program was established to provide recognition for budget documents meeting a set of specific criteria. Today's budget document is used more as a management tool, and communication document than ever before. If you are submitting a budget for consideration for an award this year, we would like you to be aware that the Committee will expect that each agency will provide a staff member to serve as reviewer for another agency's budget. Your active participation as an agency that submits a budget for consideration, and provides a reviewer for the program will help ensure that we continue to have a successful awards program.

Tips for Budget Reviewers may be found at the CSMFO website under the Resource Room tab called "CSMFO Awards" which is entitled "Budget Awards: Review Guidelines and Sample Documents". This handy guide can be beneficial for both new and experienced reviewers. In addition, another valuable resource located on the CSMFO website is a PowerPoint presentation called "Budget Awards Program - Training Presentation." This presentation is helpful for agencies that are putting together a budget for the awards program or for a member that will be helping as a budget reviewer.

If you would like to volunteer as a budget reviewer, (even if you do not submit a budget) please complete the reviewers' questionnaire that is available in electronic format at www.csmfo.org and send it to David Cain at dcain@cityofchino.org or fax it to (909) 591-0020. The Committee needs reviewers from both cities and special districts. If you have served as a reviewer this past year, we would appreciate it if you would confirm that you would be willing to help again this year by sending David Cain a quick e-mail.

If you have any specific questions about the awards program, please contact David Cain, City of Chino at (909) 464-8340 or via e-mail or Joan Michaels, City of King (831) 386-5918 or via e-mail at *jmichaels@kingcity.com*.

The Longest Journey

(continued from page 4)

It is more important than ever that cities assert their views and their influence on fiscal matters. Decisions are being made in Sacramento that will affect California cities for decades to come. Our only recourse is to make our presence known before those decisions are codified into law.

Special Thank You

City of Costa Mesa

A big thank you to CSMFO's President-Elect Anita Lawrence for taking the time away from her busy schedule to come to Costa Mesa. Anita and her husband drove down to Costa Mesa on April 21, 2003, amidst all the traffic on the 405 freeway, to present both the CSMFO and GFOA budget awards to the City's Finance Department during a council meeting.

Up the Ladder

FINANCE MANAGER - City of Paso Robles, CA. Salary: \$67,164 - \$85,356/annually DOQ plus excellent benefits PLUS \$4200/ year deferred compensation. Assists and participates in planning, directing, organizing and coordinating selected activities of the Administrative Services Department. Performs professional accounting work, supervises subordinate staff and acts as the executive manager in absence of the Director. Candidates must possess a Bachelor's degree in accounting, business, finance or closely related field plus a minimum of 6 years progressive, professional and financial management experience. Strong preference for CPA. MBA or MPA highly desirable. Filing deadline 5/16/03 @ 5:00 p.m. File City application(s) @ City Hall, 1000 Spring Street, Paso Robles, 93446; tel (805) 227-7234. EOE/AA or city website www.prcity.com

DIRECTOR OF FINANCIAL MANAGE-

MENT- City of Pico Rivera, CA. Salary: \$7542 - \$9171 + an excellent benefitspackage. The City of Pico Rivera is seeking to appoint an experienced Director of Finance as an integral member of its award-winning management team. Reporting to the City Manager, the Director is responsible for all aspects of financial affairs relating to the City, the Redevelopment Agency, Housing Authority and Water Authority. The Director also serves as the City Treasurer, and oversees a department of 20. The position offers a rare opportunity to join a dynamic municipal leadership team in southern California and to become part of a city rich in cultural heritage and community pride. A special brochure outlining the position and describing the community is available by calling the City Manager's Office at (562) 801-4368, or may be viewed on the City's website at www.pico-rivera.org. Qualified candidates are invited to submit a current resume, together with recent salary history, to the City Manager's Office, City of Pico Rivera, P.O. Box 1016, Pico Rivera, CA 90660-1016, by May 23, 2003, or email resumes to dmarnin@picorivera.org. Candidates who progress in the process will be expected to provide appropriate references.

(continued on page 7)

League Policy Committee Update: Public Safety

Mary Jo Walker, Director of Finance, City of Santa Clara Hellen Bell, Finance Director, City of Orange

- 1. The Effectiveness of Proposition 36 -Del Sayles-Owen, the Deputy Director of the California Department of Alcohol and Drug Programs, provided an update of Proposition 36. In total \$120 million is annually allocated to Counties by the State through FY 2005/06 for the diversion of nonviolent drug offenders into communitybased drug treatment programs. Reducing jail and prison costs, increasing public safety by reducing drug-related crimes and improving public health through treatment strategies are all related goals of the legislation. Del shared the results of the first six months of operations in FY 2000/01. Approximately 12,000 were placed in treatment, the majority (93%) of whom were referred through probation. Of those individuals, 54 % were between the ages of 30 and 45, and for 48% the drug of choice was methamphetamine. UCLA has been selected to perform a comprehensive evaluation of the effectiveness of the program for FY 2001/02 and their report should be published in the next several months.
- 2. Geographical Information System -Luree Stetson, Deputy Secretary of the California Resources Agency, gave a brief history of the State of California GIS Council. In the recent past the Resources Agency was the principal staff for the State's GIS effort. In September 2001 the GIS Council was formed with statewide representatives of major GIS stakeholders. Donna Hansen, Deputy City Manager of the City of Modesto, is the League's representative on the Council. It is hoped that through the GIS Council that the Resources Agency will become a primary GIS resource for all agencies in the state. It is anticipated that much of the framework GIS data layers will come from regional GIS Councils. There are some regional councils who are very active, however, there are many regions that do not have an active GIS regional council. Ms. Stetson encouraged committee members to become active in regional GIS efforts and to identify any individuals who might want to participate on a regional or state-wide basis. She may be contacted at (916) 653-5656.
- 3. State Budget Update -Chris McKenzie, Executive Director for the League, gave a report on the State budget. The good news is that it appears that any reduction in VLF has been put off for FY 02/03. However, it is anticipated that the when the May Revise numbers come out the State's deficit will be larger than previously stated. The delays in implementing expenditure reductions have cost the State billions of dollars. There appears to be interest in the legislature for taxing internet sales, and for protecting local revenues from being raided by the state. He encouraged cities to attend the Legislative Action Days on May14 & 15.
- 4. *ADA* Samuel Jackson, City Attorney from Sacramento, discussed a case that Sacramento was involved in regarding whether sidewalks need to be ADA compliant, similar to City facilities. This case went to the U.S. Supreme Court, and was sent back to the Department of Justice for more information.
- 5. Emergency Medical Jeff Clet, Finance Chief from Gilroy, reported that a series of Emergency Medical Dispatch Guidelines will be coming from the state. These are guidelines for phone interviews of people who are experiencing a medical emergency, and will not be mandatory guidelines. Dennis Downs, Fire Chief from Ventura, provided an update on the Emergency Medical Services (EMS) complaint review process and the is sue of local governance between cit ies and counties. The League believes that it is very close to a final draft of a joint governance agreement between League and the State Association of Counties.

- 6. League Staff Natasha Fooman, reported that the League will be setting up a new web site to provide updates and status of all bills that the League is monitoring. There is a bill to send Federal homeland security funds to the local level, rather than being filtered through the state. The League is also monitoring Indian gaming.
- 7. *Indian Gaming* The City
 Attorney of Coachilla reported on
 Indian gaming and tribal compacts.
 Indian tribes are placing tremendous
 pressure on certain cities to expand
 gaming operations. Indian casinos
 have an impact on local government
 services, including public safety. Both
 the state and local governments are
 continuing to negotiate with tribes
 for revenues to offset local costs and
 lost local revenues. A task force
 was formed to study this long
 standing issue.

Mark Your Calendars

CSMFO Legislative Seminar

May 14, 2003 Sacramento, California

GASB Forum May 22, 2003 Fremont, California

Beginning Governmental Acctg.

June 19, 2003 Irvine, California

GASB 34 Workshop June 23-25, 2003 Culver City, California

Please visit www.csmfo.org for more information

Up the Ladder

(continued from page 5)

FINANCE MANAGER - City of Novato, CA. The City of Novato (pop. 47,630). located 30 miles north of San Francisco in Marin County, is seeking a new Finance Manager. The City has a FY02-03 operating budget of \$28 million, a \$15 million five-year capital improvements program and 235 employees. The Finance Manager reports to the Assistant City Manager and is responsible for all traditional municipal finance functions. The Finance Manager has five direct reports: payroll clerk, purchasing agent clerk, accounts payable clerk, business license clerk, and accountant. The ideal candidate is a professional with strong technical skills who is capable of providing excellent departmental leadership and sound technical advice. Candidates should be seasoned finance professionals with substantial experience, including management and supervisory experience, in a complex local government organization. Candidates should have a high level of competence in all areas of financial management, as well as excellent communication and partnering skills. Solid experience in budgeting, audits, redevelopment financing, and bonds issuance is highly desirable. California public sector accounting experience is preferable. A bachelor degree in accounting or closely related field required; advanced degree desired. Salary up to \$102,696 annually with excellent benefits package including PERS 2% at 55 retirement. Detailed brochure available. To be considered for this exceptional career opportunity, submit cover letter, current salary and resume (showing both years and months of current and prior employment dates), and three work-related references by Friday, May 23, 2003 to David Harris or Stuart Satow at: Shannon Executive Search, 241 Lathrop Way, Sacramento, CA 95815, Tel: 916 263-1401, Fax: 916 561-7205, Email: resumes@cps.ca.gov, Recruitment brochure: www.cps.ca.gov/shannon

FINANCE DIRECTOR - City of Sonora, CA. (Pop. 4,500) \$4559 - \$5818.80 DOQ (1.5% COLA July 5th). Excellent benefits. including PERS 2% @ 55 (City pays employee 7%), medical/dental/ vision/life/long-term disability insurances with City paying premiums 100% for employee/family, 12 days Admin Leave/13 days Sick Leave/ Vacation, escalating accrual/12 Holidays/3 Floating Holidays. Experienced professional with broad-based knowledge and expertise in municipal finance. Possess "hands-on" management style/team player in a small, busy office environment. Closes June 9th. For flyer/application: (209) 588-8946 or

citymanager@sonoraca.com FINANCE DIRECTOR - City of La Mirada, CA. \$6,673 to \$8,306 per month, plus excellent benefits. Under the general direction of the Assistant City Manager, directs, supervises and coordinates the programs, functions and activities of the City's Finance Department, including financial activities of the Redevelopment Agency. The Finance Director also serves as the Assistant City Treasurer for the City and Agency and functions as the City's Risk Manger. Requires five years of municipal government experience at a management level capacity involving accounting or finance work. Experience should also include background in redevelopment agency financing. Bachelor's degree or the equivalent from an accredited college or university in Finance, Accounting, **Business Administration or Public** Administration is required. Possession of a valid CA Drivers' License is required. Final Filing Date: Friday, May 30, 2003, 4:30 p.m. Call the City of La Mirada Job Information Line at (562) 902-2357 for an application, or apply in person at City Hall, 13700 La Mirada Blvd., La Mirada CA., 90638. A completed City application and supplemental questionnaire (if applicable) must be submitted. CITY OF LA MIRADA. EOE

PAYROLL SERVICES MANAGER - City of Pasadena, CA. Salary: \$65,744-82,180. Contact www.ci.pasadena.ca.us. Phone: 626/744-4366. Deadline: May 15, 2003. Details available online at www.ci.pasadena.ca.us

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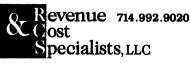
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