

Effective Ways to Increase Revenues

Webinar 1:00 – 2:30 p.m. Pacific Time, Wednesday, March 19, 2014

CSMFO Coaching Program and Cal-ICMA Coaching Program in partnership with Colorado, Illinois, Massachusetts, Michigan, Minnesota, North Carolina, Oklahoma, Oregon, Texas, and Wisconsin ICMA State Partners

*** Advance registration required for this no-charge webinar:

<https://www1.gotomeeting.com/register/138220064>

Panel Topics:

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1. What are effective strategies and funding sources to boost revenues for local governments?
2. How can economic growth help revenues and what's working best now?
3. What are voters willing to support in new revenue measures and why?

Presenters:

- * Christopher Townsend, President, Townsend Public Affairs
- * Julio Fuentes, City Manager, Santa Clara, CA
- * Michael Coleman, Fiscal Policy Advisor, League of California Cities

Audience: general managers, finance professionals, economic development professionals, and up and comers interested in this key topic for local government

1. Register in advance for the webinar:

There is no charge for participating in the webinars, but each requires advance registration.

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2. Connect with the webinar and audio:

Use your logon information from the email confirmation you receive via email from GoToWebinar. We recommend the telephone option dial-in number provided by GoToWebinar for sound quality. Depending upon your internet connection, VOIP option for audio (computer speakers) can have delays or sound quality issues.

3. Ask questions:

You may submit questions anonymously via email to Cal-ICMA@DonMaruska.com or CSMFO@DonMaruska.com in advance or via the webinar during the panel discussion. As moderator for the session, Don Maruska will pose the questions.

4. Presenters' presentation materials: We post these with the agenda at "Agendas & Archives" tab of www.cal-icma.org/coaching and <http://www.csmfo.org/training/webinars>. The PPT will be available at least 2 hours before the webinar.

After a webinar occurs, a digital recording along with the PowerPoint materials and results of the polling questions will be available after 24 hours at the "Agendas & Archives" tab of www.cal-icma.org/coaching and <http://www.csmfo.org/training/webinars>.

CPE Credits: If you are a member of CSMFO and wish to obtain CPE credit, you need to register and attend in your name, respond to at least 75% of the live polling questions, and pay \$25 to CSMFO after invoice following the webinar. After payment, CSMFO emails the CPE certificate as a PDF.

Post-Webinar Group Discussions

Many agencies are organizing groups to participate in the webinars (live or recorded) and discuss the topics among themselves after the webinars. Some are summarizing their discussions and distributing them to managers throughout their organizations. Use the Coaching Program as an effective way to enhance professional development in your agency. Here are some discussion starters for this session.

- a. What are the most promising revenue opportunities for our agency?
- b. Which strategies and tactics would we like to explore further?
- c. What are next steps for us to get results?

MORE RESOURCES--See the "Coaching Corner" at www.cal-icma.org/coaching or www.csmfo.org/coaching for valuable resources to boost your career. Sign up for the complimentary email list to keep informed of future Cal-ICMA sessions and resources at www.cal-icma.org/coachingList.

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Enjoy the resources and support to thrive in local government.

Don Maruska, MBA, JD, Master Certified Coach

Director, Cal-ICMA and CSMFO Coaching Programs

Author of "Take Charge of Your Talent" www.TakeChargeofYourTalent.com



Christopher Townsend, President, Townsend Public Affairs

Christopher Townsend is the founder and President of Townsend Public Affairs Inc., a government affairs firm that specializes in federal, state, and local advocacy to promote the public good. Established in 1998, TPA continually ranks among the top ten advocacy firms registered with the California Secretary of State. The firm has represented over 200 clients throughout California, including over 50 in Orange County, primarily local public agencies and nonprofit organizations, including cities, counties, school districts, water districts, community college districts, museums, science centers, and environmental preserves. TPA has secured approximately \$800 million in local, state, and federal funding for a wide range of programs and legacy projects including school and college facilities, transportation and water infrastructure, housing and economic development projects, cultural and community facilities, environmental and historic preservation, and public safety.

Prior to establishing TPA, Christopher served as Senior Director of Government & Community Affairs for Taco Bell Corp in Irvine supervising all legislative and regulatory matters that affected the company at the federal, state, and local levels of government. In that role, he also managed several philanthropic initiatives and re-established the Taco Bell Foundation.

Christopher received his Bachelor of Arts degree in Political Science from Claremont McKenna College in 1982 and currently serves on the Board of Directors of the Rose Institute of State and Local Government at CMC. He received his Master of Public Administration degree from the John F. Kennedy School of Government at Harvard University in 1991. Raised in Seal Beach, Christopher now resides in Laguna Hills with his wife Michele and their two cats: Samantha and Skyler.



Julio Fuentes, City Manager, Santa Clara, CA

Julio J. Fuentes is a skilled public administrator with over 30 years of municipal management experience. He was appointed as Santa Clara's City Manager by the Mayor and City Council in December 2012. As the Chief Executive, Mr. Fuentes is responsible for the day-to-day administration of City affairs and oversees a \$640 million budget. He also serves as the Executive Director of the City's Stadium Authority, Housing Authority, and Administrator of the City's Sports and Open Space Authority.

Prior to his appointment, Mr. Fuentes served as the City Manager/Administrator in the cities of Alhambra, Pomona and Azusa. He also served in the City Manager's office in Monrovia and began his public service career with the City of Cypress.

Mr. Fuentes holds a Bachelor's degree from California State University, Long Beach, and a Master's degree in Public Administration from University of Southern California. He is married and has three children and resides in Santa Clara.



Michael Coleman, League of California Cities' Principal Fiscal Policy Advisor

Michael Coleman is a leading expert on California local government revenues, spending and financing. He is the creator of CaliforniaCityFinance.com, the California Local Government Finance Almanac, an online resource of data, analyses, and articles on California municipal finance and budgeting. He is the principal fiscal policy advisor both to the California Society of Municipal Finance Officers (CSMFO) and, for over fifteen years, to the League of California Cities. Coleman is a popular presenter at graduate schools and conferences and is the author of numerous articles and references including the California Municipal Revenue Sources Handbook, and – as co-author with Mike Multari, Ken Hampian, and Bill Statler – the Guide to Local Government Finance in California published by Solano Press.

An experienced city fiscal officer, Michael previously worked for the cities of San Mateo, Milpitas, Daly City, and Sacramento. He received his BA in Policy Analysis from UC Davis and his MPA from the University of Southern California, and is a graduate of the Coro Fellows Program. In February 2013, the California Society of Municipal Finance Officers honored Michael with their Distinguished Service Award for dedicated service and outstanding contribution to the municipal finance profession.