



Dedicated to Excellence in Municipal Financial Management

**Tuesday, February 20, 2018
Board of Directors In-Person/Zoom Meeting**

Riverside Convention Center, Room 5

1:00 p.m. - 3:00 p.m.

Call-in: 408 638 0968

Meeting ID: 486 146 932

<https://zoom.us/j/486146932>

** For those participating by telephone, please mute your line when not speaking.*

-
- 1) Introduction
 - a) Welcome/Roll Call
 - b) Additions to Agenda
 - 2) Consent Items 1:05 p.m.
 - a) Approval of minutes from January 25, 2018
 - b) January 2018 financial reports
 - 3) Discussion/Action Items 1:10 p.m.
 - a) Reserve Balances Kate Zawadzki
 - b) Consultant Contracts Kate Zawadzki
 - c) Webinar-Sharing Pilot Program Carrie Corder
 - d) Quick Hits Recommendation Laura Nomura
 - e) CSMFO App Richard Lee
 - f) CSMFO Style Guide Revision Marcus Pimentel
 - g) Database Update and Demonstration Justin Lewis
 - 3) Board Member Reports 1:55 p.m.
 - 4) Committee Reports 2:05 p.m.
 - a) Administration Kate Zawadzki
 - b) Career Development Laura Nomura
 - c) Communications Committee Marcus Pimentel
 - d) Membership Grace Castaneda
 - e) Professional Standards Tim Kirby
 - f) Program Ronnie Campbell
 - g) Recognition Sara Roush
 - h) Technology Damien Charlety

- | | | |
|---|-----------|-----------------------|
| 5) Chapter Roundtable | 2:25 p.m. | |
| 6) League Policy Committee Reports | 2:35 p.m. | |
| 7) Officer Reports | | |
| a) President | 2:45 p.m. | Margaret Moggia |
| b) Past President | 2:50 p.m. | Drew Corbett |
| i) Chapter Chair Breakfast | | |
| c) President-Elect | 2:55 p.m. | Joan Michaels Aguilar |
| 8) Other Items | | |
| 9) Future Topics | | |
| 10) Next Meeting – Thursday, March 22, 2:00 – 4:00 p.m. | | |
| 11) Adjournment | 3:00 p.m. | |

California Society of Municipal Finance Officers

Board of Directors Meeting Minutes

January 25, 2018

Via teleconference

In Attendance

Drew Corbett
Margaret Moggia
John Adams
Steve Heide
Karan Reid
Jennifer Wakeman
Scott Catlett
Brent Mason
Jimmy Forbis
Richard Lee
Carrie Corder
Marcus Pimentel
Grace Castaneda

Damien Charlety
Matt Pressey
Juliana Demers
Tim Kirby
Robin Borre
Christine Paras
Laura Nomura
Nitish Sharma
Kate Zawadzki
Vanessa Portillo
Melissa Dixon
Sarah Erck

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met via teleconference on Thursday, January 25, 2018. President Drew Corbett convened the meeting and confirmed a quorum was in attendance at 2:09 p.m.

Consent Calendar

The Board addressed the consent calendar, which included minutes from the December 1, 2017 Board of Directors meeting and financials from December 2017. Director Jennifer Wakeman moved to approve the consent calendar; Director Brent Mason seconded. The motion passed unanimously.

2018 Board Schedule

President Corbett reviewed the schedule of Board meetings for 2018. Board calls will continue to be held on the fourth Thursday of the month from 2-4 p.m. In addition to the conference Board meeting, there will also be an in-person meeting in San Mateo, on Thursday May 24. The planning session dates are yet to be determined.

2018 & 2019 Election Timelines

Executive Director Melissa Dixon presented a timeline valid for the 2018 (for 2019) and 2019 (for 2020) elections, and any other years when the conference is in January. This timeline moves items up by approximately six weeks due to the date of the conference and the date that certain activities must take place. There was a question regarding the timing of future conferences, and it was noted that a poll of the membership indicated that the Jan/Feb timeline is preferred over Feb/March.

Standing Committee Adjustments

President-Elect Margaret Moggia presented to the Board a proposal to amend the current standing committee structure:

1. Split the Professional Standards & Recognition into two committees, led this year by Sara Roush & Tim Kirby.
2. Disband Site Selection as a standing committee and let that fall to the past president to select a site (in conjunction with staff) for the next conference year.

Motion to approve by Director Mason. Seconded by Director Jimmy Forbis. Motion Passed unanimously. The Administration Committee will need to codify these changes in the Policies and Procedures Manual.

2018 Chapter Pricing

Past President John Adams reviewed background on the issue. While there is no formal recommendation to date, the idea is to standardize fees and have CSMFO subsidize expenses in order to encourage participation and depth of reach at each chapter. There was some discussion on capping the amount to be subsidized. It was noted that this would be a pilot program in 2018 to move quickly with minimal parameters. If issues arise, those can be addressed in the future. Past President Adams requested some time to discuss with the chapter chairs the best way to utilize the existing chapter funds in coordination with this new proposed subsidy.

Past President Adams moved for the Board to allocate an additional \$25,000 to the past president to be used for whatever chapter initiative is deemed the best utilization of those additional funds. Adams will work with board liaisons and chapter chairs to develop programs beneficial to each chapter. Motion seconded by Brent Mason. Motion passes unanimously.

Committee Member Recruitment

Richard Lee noted that when trying to recruit for committee members the efforts are generally grassroots. He noted that GFOA sends email notifications to members and suggested CSMFO might adopt a similar approach. Executive Director Dixon shared that there is a form on the website for those wishing to volunteer, but we have experienced some difficulties with follow-through in the past. The Membership Committee was tasked with making sure that people were being followed up with.

Board Member Reports

Director Steve Heide reported that he and Director Mason are assisting in finding a new chair for the Desert Mountain Chapter. Tracey Hause is leaving Temple City for an opportunity in the north, and June Overholt will be assuming the chair position for the San Gabriel Valley Chapter.

Committee Reports

Administration

Administration Committee Chair Kate Zawadzki has sent a list to SMA, who will be sending invitations to people requesting their participation in the focus group at the annual conference.

Career Development

Career Development Committee Chair Carrie Corder noted they are beginning to schedule webinars and core courses for 2018, and discussing execution of the “quick hits.” The Zoom platform will be used for the meeting in February and the committee is planning for the upcoming committee member transitions.

Communications

Communications Committee Vice Chair Marcus Pimentel reported that the January issue was distributed. Articles are already assigned for the conference issue; there will be spies everywhere. For 2018 the committee will look toward more of an online version with some printed copies. There may be a budget request forthcoming from the committee.

Conference Site Selection

President Corbett reported that the contracts for San Jose in 2021 are underway, noting that two hotel contracts have been executed, with two more to go. Once all four are completed we'll commit to the conference center.

Membership

Membership Committee Vice Chair Grace Castaneda reminded the board of the call to leadership for volunteers for the CSMFO booth at the annual conference. She also shared information for the First Time Attendee Reception, and requested the leadership's attendance.

Professional Standards & Recognition

No report.

Program

Program Committee Vice Chair Laura Nomura reported that all letters have gone out to moderators, and final preparations are being made for the 2018 annual conference.

Technology

Technology Committee Chair Damien Charlety reported that database progress is still being monitored with Justin Lewis at SMA. Executive Director Dixon shared that the original plan was to transition to the new system in October, but rather than rush the process, it was decided to wait until after the membership renewal process is complete.

Chapter Roundtable

Richard Lee reported a Super Chapter Meeting to be held on February 6; over 100 have registered.

Executive Director Dixon reported that Heather Jennings is looking for a replacement as chair of the San Diego chapter.

President Corbett noted that he is looking forward to working on chapter chair leadership next year.

President Report

President Corbett shared with the Board that the state controller's office reached out regarding a vacancy on a standing committee – they wanted CSMFO to provide recommendations to fill that void. Due to timing constraints, an internal search was conducted and three names were submitted: John Adams, Stephen Parker and Jim Zervis.

He further noted that CSAC had reached out to him recently, and would like to set up a meeting with CSMFO annually. Corbett will be talking with CSAC on Monday.

Past President Report

Chapter Names

Past President Adams shared with the Board that he is modifying the chapter handbook. It will go to the board for approval at the February meeting. Some chapter names will be changed. Chapter boundaries may also be redrawn. He will have formal recommendation for a future Board meeting.

President-Elect Report

President-Elect Moggia shared that planning and registration for the 2018 Annual Conference was going very well. Final details are in process. Registration numbers are at around 1100 attendees as of a few days ago; projections for final attendance are between 1200-1300 attendees.

President-Elect Moggia is making her way through the leadership to touch base regarding their vision and workplan for the year and how she can assist each to reach their goals.

Other Items

CSMFO Revenue & Tax League Policy Committee Representative Marcus Pimentel shared that the League had distributed information regarding banks cancelling contracts with some cities due to the difference between California and federal cannabis regulations.

Executive Director Dixon reminded the Board that assistance is requested for bag stuffing on the Monday of the conference.

The next meeting is scheduled for Tuesday, February 20, 2018 in Riverside from 1:00-3:00pm

President Corbett adjourned the meeting at 3:06 p.m.

Respectfully submitted,

Sarah Erck
Deputy Director

ASSETS
Current Assets
Checking/Savings
1005 · Bank of America
1050 · Chapter Fund Balances

1050.03 · North Coast	270.00	270.00	0.00	0.0%
1050.04 · Sacramento Valley	2,690.91	1,585.76	1,105.15	69.69%
1050.05 · East Bay (SF)	2,080.17	919.41	1,160.76	126.25%
1050.06 · Central Valley	732.81	191.14	541.67	283.39%
1050.07 · Peninsula	(724.16)	1,887.87	(2,612.03)	(138.36%)
1050.08 · Monterey Bay	4,129.75	4,073.87	55.88	1.37%
1050.09 · South San Joaquin	1,064.25	(23.76)	1,088.01	4,579.17%
1050.10 · Central Coast	1,453.21	10.00	1,443.21	14,432.1%
1050.11 · Channel Counties	3,866.15	5,196.64	(1,330.49)	(25.6%)
1050.12 · San Gabriel Valley	(615.87)	(434.08)	(181.79)	(41.88%)
1050.13 · Central Los Angeles	1,260.08	1,146.01	114.07	9.95%
1050.14 · South Bay (LA)	(658.27)	4,076.29	(4,734.56)	(116.15%)
1050.15 · Desert Mountain	385.00	110.00	275.00	250.0%
1050.16 · Orange County	11,621.42	7,064.98	4,556.44	64.49%
1050.17 · Inland Empire	10,750.67	9,323.23	1,427.44	15.31%
1050.18 · Coachella Valley	729.79	1,045.77	(315.98)	(30.22%)
1050.19 · San Diego County	1,713.05	2,403.88	(690.83)	(28.74%)

Total 1050 · Chapter Fund Balances

40,748.96	38,847.01	1,901.95	4.9%
-----------	-----------	----------	------

1005 · Bank of America - Other

379,745.88	628,211.66	(248,465.78)	(39.55%)
------------	------------	--------------	----------

Total 1005 · Bank of America

420,494.84	667,058.67	(246,563.83)	(36.96%)
------------	------------	--------------	----------

1040 · Investments LAIF

1,123,370.31	884,833.63	238,536.68	26.96%
--------------	------------	------------	--------

Total Checking/Savings

1,543,865.15	1,551,892.30	(8,027.15)	(0.52%)
--------------	--------------	------------	---------

Accounts Receivable
1100 · Accounts receivable

8,098.75	4,131.25	3,967.50	96.04%
----------	----------	----------	--------

Total Accounts Receivable

8,098.75	4,131.25	3,967.50	96.04%
----------	----------	----------	--------

Other Current Assets
1120 · A/R - CSMFO Database

3,796.21	7,153.00	(3,356.79)	(46.93%)
----------	----------	------------	----------

1260 · Prepaid Expense Conference

1261 · Guest Speakers	22,500.00	0.00	22,500.00	100.0%
1262 · Facilities Deposits	26,656.00	4,500.00	22,156.00	492.36%
1263 · President's Dinner	137.96	0.00	137.96	100.0%
1264 · Conference Services	7,516.70	406.55	7,110.15	1,748.9%

Total 1260 · Prepaid Expense Conference

56,810.66	4,906.55	51,904.11	1,057.85%
-----------	----------	-----------	-----------

Total Other Current Assets

60,606.87	12,059.55	48,547.32	402.56%
-----------	-----------	-----------	---------

Total Current Assets

1,612,570.77	1,568,083.10	44,487.67	2.84%
--------------	--------------	-----------	-------

Other Assets
1500 · CSMFO/SMA Database AR

149,796.00	0.00	149,796.00	100.0%
------------	------	------------	--------

Total Other Assets

149,796.00	0.00	149,796.00	100.0%
------------	------	------------	--------

TOTAL ASSETS

1,762,366.77	1,568,083.10	194,283.67	12.39%
---------------------	---------------------	-------------------	---------------

LIABILITIES & EQUITY
Liabilities
Current Liabilities
Accounts Payable
2000 · Accounts payable

55,695.08	31,401.83	24,293.25	77.36%
-----------	-----------	-----------	--------

	Jan 31, 18	Jan 31, 17	\$ Change	% Change
Total Accounts Payable	55,695.08	31,401.83	24,293.25	77.36%
Other Current Liabilities				
2003 · A/P Other- SMA Conference	40,653.03	39,278.25	1,374.78	3.5%
2010 · Deferred Revenue - Conference	0.00	571,585.49	(571,585.49)	(100.0%)
Total Other Current Liabilities	40,653.03	610,863.74	(570,210.71)	(93.35%)
Total Current Liabilities	96,348.11	642,265.57	(545,917.46)	(85.0%)
Total Liabilities	96,348.11	642,265.57	(545,917.46)	(85.0%)
Equity				
3020 · Retained earnings	667,154.70	779,157.79	(112,003.09)	(14.38%)
3100 · Net Assets-Chapters	38,847.01	38,847.01	0.00	0.0%
Net Income	960,016.95	107,812.73	852,204.22	790.45%
Total Equity	1,666,018.66	925,817.53	740,201.13	79.95%
TOTAL LIABILITIES & EQUITY	1,762,366.77	1,568,083.10	194,283.67	12.39%

	Jan 18	Jan 18	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan 18	Jan 17	\$ Change	% Change
OPERATING REVENUES										
4100 · Membership Dues	171,495.00	171,495.00	143,395.00	28,100.00	119.6%	225,140.00	171,495.00	152,065.00	19,430.00	12.78%
4200 · Interest Income	2,492.12	2,492.12	2,500.00	(7.88)	99.69%	10,000.00	2,492.12	1,504.61	987.51	65.63%
4302 · Website Magazine Ads	21,973.75	21,973.75	17,000.00	4,973.75	129.26%	161,000.00	21,973.75	16,840.37	5,133.38	30.48%
4306 · Website Ads	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
4490 · Budget/CAFR Fees	450.00	450.00	400.00	50.00	112.5%	19,850.00	450.00	150.00	300.00	200.00%
TOTAL OPERATING REVENUES	196,410.87	196,410.87	163,295.00	33,115.87	120.28%	415,990.00	196,410.87	170,559.98	25,850.89	115.16%
OPERATING EXPENSES										
6105 · Marketing/Membership	1,484.25	1,484.25	0.00	1,484.25	100.0%	5,000.00	1,484.25	0.00	1,484.25	0.00%
6106 · Storage Expense	0.00	0.00	50.00	(50.00)	0.0%	1,000.00	0.00	0.00	0.00	0.00%
6110 · President's Expense	201.32	201.32	1,100.00	(898.68)	18.3%	8,500.00	201.32	480.00	(278.68)	0.00%
6115 · Board of Directors	0.00	0.00	0.00	0.00	0.0%	7,100.00	0.00	0.00	0.00	0.00%
6120 · Committee/Chapter Support	0.00	0.00	1,050.00	(1,050.00)	0.0%	15,000.00	0.00	0.00	0.00	0.00%
6125 · Board Planning Session-Retreat	0.00	0.00	0.00	0.00	0.0%	38,500.00	0.00	0.00	0.00	0.00%
6140 · Management Services	12,976.40	12,976.40	12,579.25	397.15	103.16%	253,979.00	12,976.40	12,537.58	438.82	3.50%
6150 · Office Supplies	0.00	0.00	25.00	(25.00)	0.0%	300.00	0.00	0.00	0.00	0.00%
6155 · Merchant Fees/Bank Chgs.	7,810.43	7,810.43	2,500.00	5,310.43	312.42%	30,000.00	7,810.43	4,964.18	2,846.25	57.34%
6160 · Awards	0.00	0.00	250.00	(250.00)	0.0%	5,000.00	0.00	253.50	(253.50)	0.00%
6165 · Printing	0.00	0.00	166.67	(166.67)	0.0%	13,000.00	0.00	0.00	0.00	0.00%
6170 · Magazine	0.00	0.00	1,250.00	(1,250.00)	0.0%	15,000.00	0.00	0.00	0.00	0.00%
6175 · Postage	0.00	0.00	333.00	(333.00)	0.0%	4,000.00	0.00	0.00	0.00	0.00%
6185 · Telephone/Bridge Calls	0.00	0.00	175.00	(175.00)	0.0%	2,100.00	0.00	0.00	0.00	0.00%
6190 · Web and Technology	3,250.00	3,250.00	580.00	2,670.00	560.35%	7,000.00	3,250.00	1,050.00	2,200.00	209.52%
6200 · Travel/Staff Expenses	1,069.96	1,069.96	250.00	819.96	427.98%	3,000.00	1,069.96	0.00	1,069.96	0.00%
6220 · Audit & Tax Filing	0.00	0.00	0.00	0.00	0.0%	9,000.00	0.00	0.00	0.00	0.00%
6230 · Insurance	0.00	0.00	0.00	0.00	0.0%	2,000.00	0.00	0.00	0.00	0.00%
6240 · Taxes	0.00	0.00	0.00	0.00	0.0%	25,000.00	0.00	0.00	0.00	0.00%
6250 · Miscellaneous	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
6255 · GFOA Reception	0.00	0.00	0.00	0.00	0.0%	15,000.00	0.00	0.00	0.00	0.00%
6999 · Previous Year Adjustments	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
TOTAL OPERATING EXPENSES	26,792.36	26,792.36	20,308.92	6,483.44	131.92%	459,479.00	26,792.36	19,285.26	7,507.10	138.93%
NET OPERATING REVENUE	169,618.51	169,618.51	142,986.08	26,632.43	118.63%	(43,489.00)	169,618.51	151,274.72	18,343.79	112.13%

	Jan 18	Jan 18	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan 18	Jan 17	\$ Change	% Change
PROGRAM REVENUES										
4503 · Contributions and Donations	0.00	0.00	0.00	0.00	0.0%	2,000.00	0.00	0.00	-	0.00%
4505 · Webinar	175.00	175.00	225.00	(50.00)	77.78%	3,000.00	175.00	225.00	(50.00)	-22.22%
4520 · Weekend Training	950.00	950.00	1,666.67	(716.67)	57.0%	20,000.00	950.00	0.00	950.00	0.00%
4570 · Intro to Government	0.00	0.00	75.00	(75.00)	0.0%	13,125.00	0.00	75.00	(75.00)	0.00%
4580 · Presentation/Fiscal Policy	0.00	0.00	300.00	(300.00)	0.0%	3,300.00	0.00	300.00	(300.00)	0.00%
4590 · Intermediate Government Acct	2,550.00	2,550.00	5,400.00	(2,850.00)	47.22%	39,900.00	2,550.00	5,400.00	(2,850.00)	-52.78%
4594 · CMTA/CSMFO Course	0.00	0.00	750.00	(750.00)	0.0%	3,000.00	0.00	675.00	(675.00)	-100.00%
4595 · Revenue Fundamentals I	45.00	45.00	0.00	45.00	100.0%	6,000.00	45.00	0.00	45.00	0.00%
4596 · Revenue Fundamentals II	0.00	0.00	0.00	0.00	0.0%	6,000.00	0.00	0.00	0.00	0.00%
4597 · Developing Supervisory Skills	0.00	0.00	0.00	0.00	0.0%	10,000.00	0.00	0.00	0.00	0.00%
4598 · Leadership Skills	0.00	0.00	0.00	0.00	0.0%	10,000.00	0.00	0.00	0.00	0.00%
TOTAL PROGRAM REVENUES	3,720.00	3,720.00	8,416.67	(4,696.67)	282.0%	116,325.00	3,720.00	6,675.00	(2,955.00)	-44.27%
Expense										
PROGRAM EXPENSES										
6494 · Webinar Expenses	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
6420 · Weekend Trainings	0.00	0.00	0.00	0.00	0.0%	25,000.00	0.00	0.00	0.00	0.00%
6430 · Intro to Government	0.00	0.00	1,240.00	(1,240.00)	0.0%	14,875.00	0.00	0.00	0.00	0.00%
6450 · Presentation/Fiscal Policy	0.00	0.00	0.00	0.00	0.0%	4,630.00	0.00	0.00	0.00	0.00%
6480 · Intermediate Governmental Acct.	0.00	0.00	0.00	0.00	0.0%	33,970.00	0.00	0.00	0.00	0.00%
6594 · CMTA/CSMFO Course Exp	0.00	0.00	0.00	0.00	0.0%	1,900.00	0.00	0.00	0.00	0.00%
6595 · Revenue Fundamental I	0.00	0.00	500.00	(500.00)	0.0%	6,000.00	0.00	0.00	0.00	0.00%
6596 · Revenue Fundamental II	0.00	0.00	500.00	(500.00)	0.0%	6,000.00	0.00	0.00	0.00	0.00%
6597 · Developing Supervisory Skills	420.61	420.61	1,030.00	(609.39)	40.84%	12,350.00	420.61	0.00	420.61	0.00%
6598 · Leadership Skills	0.00	0.00	1,030.00	(1,030.00)	0.0%	12,350.00	0.00	0.00	0.00	0.00%
TOTAL PROGRAM EXPENSES	420.61	420.61	4,300.00	(3,879.39)	0.41	167,075.00	420.61	0.00	420.61	0.00
NET PROGRAM REVENUE	3,299.39	3,299.39	4,116.67	(817.28)	80.15%	(50,750.00)	3,299.39	6,675.00	(3,375.61)	-50.57%
OTHER Revenue										
4999 · Unknown/Unallocated	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
TOTAL OTHER Revenue	0.00	0.00	0.00	0.00	0.0%	(50,750.00)	0.00	0.00	0.00	0.00%
OTHER EXPENSES										
6970 · One-Time Budgeted Expenses	0.00	0.00	30,000.00	(30,000.00)	0.0%	30,000.00	0.00	0.00	0.00	0.00%
6990 · Database Development	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.00%
9950 · Prior Period Adjustment	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	(950.00)	950.00	0.00%
TOTAL OTHER EXPENSES	0.00	0.00	30,000.00	(30,000.00)	0.0%	30,000.00	0.00	(950.00)	0.00	0.00%
CHAPTER REVENUE	14,006.00	14,006.00	100,000.00	(85,994.00)	14.01%	100,000.00	14,006.00	7,349.00	6,657.00	90.58%
CHAPTER EXPENSES	1,834.98	1,834.98	100,000.00	(98,165.02)	1.84%	100,000.00	1,834.98	2,693.06	(858.08)	-31.86%
NET CHAPTER REVENUE	12,171.02	12,171.02	0.00	12,171.02	0.0%	0.00	12,171.02	4,655.94	7,515.08	161.41%
TOTAL CONFERENCE REVENUE	986,190.00	986,190.00	786,160.00	200,030.00	125.44%	786,160.00	986,190.00	205,835.00	780,355.00	379.12%
TOTAL CONFERENCE EXPENSES	211,261.97	211,261.97	829,361.00	(618,099.03)	25.47%	829,361.00	211,261.97	261,577.93	(50,315.96)	0.00%

	Jan 18	Jan 18	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan 18	Jan 17	\$ Change	% Change
NET CONFERENCE REVENUE	774,928.03	774,928.03	(43,201.00)	818,129.03	140.96%	(43,201.00)	774,928.03	(55,742.93)	830,670.96	-1490.18%
TOTAL NET REVENUE	960,016.95	960,016.95	73,901.75	886,115.20	1,299.05%	(117,440.00)	960,016.95	107,812.73	852,204.22	790.45%

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.04 · Sacramento Valley	135.00
Total 4501 · Chapter Income	<u>135.00</u>
Total 4500 · PROGRAM REVENUES	<u>135.00</u>
Total Income	<u>135.00</u>
Gross Profit	<u>135.00</u>
Net Ordinary Income	<u>135.00</u>
Net Income	<u><u>135.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.05 · East Bay (SF)	261.00
Total 4501 · Chapter Income	<u>261.00</u>
Total 4500 · PROGRAM REVENUES	<u>261.00</u>
Total Income	<u>261.00</u>
Gross Profit	<u>261.00</u>
Net Ordinary Income	<u>261.00</u>
Net Income	<u><u>261.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.06 · Central Valley	60.00
Total 4501 · Chapter Income	<u>60.00</u>
Total 4500 · PROGRAM REVENUES	<u>60.00</u>
Total Income	<u>60.00</u>
Gross Profit	<u>60.00</u>
Net Ordinary Income	<u>60.00</u>
Net Income	<u><u>60.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.07 · Peninsula	2,380.00
Total 4501 · Chapter Income	<u>2,380.00</u>
Total 4500 · PROGRAM REVENUES	<u>2,380.00</u>
Total Income	<u>2,380.00</u>
Gross Profit	<u>2,380.00</u>
Net Ordinary Income	<u>2,380.00</u>
Net Income	<u><u>2,380.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.08 · Monterey Bay	95.00
Total 4501 · Chapter Income	<u>95.00</u>
Total 4500 · PROGRAM REVENUES	<u>95.00</u>
Total Income	<u>95.00</u>
Gross Profit	<u>95.00</u>
Net Ordinary Income	<u>95.00</u>
Net Income	<u><u>95.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.09 · South San Joaquin	450.00
Total 4501 · Chapter Income	<u>450.00</u>
Total 4500 · PROGRAM REVENUES	<u>450.00</u>
Total Income	<u>450.00</u>
Gross Profit	<u>450.00</u>
Net Ordinary Income	<u>450.00</u>
Net Income	<u><u>450.00</u></u>

	Jan 18
Net Income	<u><u>0.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.11 · Channel Counties	665.00
Total 4501 · Chapter Income	<u>665.00</u>
Total 4500 · PROGRAM REVENUES	<u>665.00</u>
Total Income	<u>665.00</u>
Gross Profit	<u>665.00</u>
Net Ordinary Income	<u>665.00</u>
Net Income	<u><u>665.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.12 · San Gabriel Valley	960.00
Total 4501 · Chapter Income	<u>960.00</u>
Total 4500 · PROGRAM REVENUES	<u>960.00</u>
Total Income	<u>960.00</u>
Gross Profit	<u>960.00</u>
Net Ordinary Income	<u>960.00</u>
Net Income	<u><u>960.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.13 · Central Los Angeles	280.00
Total 4501 · Chapter Income	<u>280.00</u>
Total 4500 · PROGRAM REVENUES	<u>280.00</u>
Total Income	<u>280.00</u>
Gross Profit	<u>280.00</u>
Net Ordinary Income	<u>280.00</u>
Net Income	<u><u>280.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.14 · South Bay (LA)	370.00
Total 4501 · Chapter Income	<u>370.00</u>
Total 4500 · PROGRAM REVENUES	<u>370.00</u>
Total Income	<u>370.00</u>
Gross Profit	<u>370.00</u>
Net Ordinary Income	<u>370.00</u>
Net Income	<u><u>370.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.15 · Desert Mountain	(25.00)
Total 4501 · Chapter Income	<u>(25.00)</u>
Total 4500 · PROGRAM REVENUES	<u>(25.00)</u>
Total Income	<u>(25.00)</u>
Gross Profit	<u>(25.00)</u>
Net Ordinary Income	<u>(25.00)</u>
Net Income	<u><u>(25.00)</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.16 · Orange County	520.00
Total 4501 · Chapter Income	<u>520.00</u>
Total 4500 · PROGRAM REVENUES	<u>520.00</u>
Total Income	<u>520.00</u>
Gross Profit	<u>520.00</u>
Net Ordinary Income	<u>520.00</u>
Net Income	<u><u>520.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.17 · Inland Empire	7,780.00
Total 4501 · Chapter Income	<u>7,780.00</u>
Total 4500 · PROGRAM REVENUES	<u>7,780.00</u>
Total Income	<u>7,780.00</u>
Gross Profit	7,780.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.17 · Inland Empire	1,834.98
Total 6401 · Chapter Expenses	<u>1,834.98</u>
Total 6400 · PROGRAM EXPENSES	<u>1,834.98</u>
Total Expense	<u>1,834.98</u>
Net Ordinary Income	5,945.02
Net Income	<u><u>5,945.02</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.18 · Coachella Valley	125.00
Total 4501 · Chapter Income	<u>125.00</u>
Total 4500 · PROGRAM REVENUES	<u>125.00</u>
Total Income	<u>125.00</u>
Gross Profit	<u>125.00</u>
Net Ordinary Income	<u>125.00</u>
Net Income	<u><u>125.00</u></u>

	<u>Jan 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.19 · San Diego County	(50.00)
Total 4501 · Chapter Income	<u>(50.00)</u>
Total 4500 · PROGRAM REVENUES	<u>(50.00)</u>
Total Income	<u>(50.00)</u>
Gross Profit	<u>(50.00)</u>
Net Ordinary Income	<u>(50.00)</u>
Net Income	<u><u>(50.00)</u></u>



CSMFO BOARD REPORT

Date: February 20, 2018

FROM: Kate Zawadzki, Administration Committee

SUBJECT: Reserve balances

DISCUSSION

The Reserve Policy for CSMFO is prescribed by section XIX of the Policy and Procedures Manual. Operating Reserve is held at 25% of the current year's annual operating and program expense budget. The Conference Reserve is 50% of the prior year's actual conference expenses. The reserve is to be calculated annually at the time of budget adoption and the policy contains remedies in the event that net assets fall below the minimum required reserve amounts.

The reserve calculation has been prepared based upon the recently approved 2018 budget and the 2017 conference expenses and net asset balance from the unaudited December 31, 2017 financial report. Based upon the results, no action is needed to meet the minimum reserves.

RECOMMENDATION

It is recommended that the Board of Directors review and discuss the reserve balance results for 2018.

Reserve and Net Asset Balances
December 31, 2017

Operating Reserve - 25% of current year's annual operating and program expense budget

	Budget	Reserve
2016 Budget	\$ 491,639	\$ 122,910
2017 Budget	\$ 570,424	\$ 142,606
2018 Budget	\$ 664,054	\$ 166,014

Conference Reserve - 50% of prior year's actual conference expenses

	Expenses	Reserve
2016 Conference (audited)	\$ 855,579	\$ 427,790
2017 Conference (Unaudited)	\$ 754,795	\$ 377,398

Net Assets

	Beginning Net Assets	Chapters	Operating Reserve	Conference Reserve	Undesignated Net Assets
2017	\$ 818,006	38,847	142,606	427,790	\$ 208,764
2018*	\$ 930,396	38,847	166,014	377,398	\$ 348,138

*Beginning balance is unaudited



CSMFO BOARD REPORT

Date: February 20, 2018

FROM: Kate Zawadzki, Administration Committee

SUBJECT: Consultant contracts

DISCUSSION

CSMFO currently has a variety of contacts that will terminate at the end of 2018. The following contracts will expire on December 31, 2018:

Don Maruska – Coaching and Educational Planning Services

Michael Coleman – Legislative Analysis Services

Smith Moore & Associates (Am#1) – Career Development Committee Support

Smith Moore & Associates (Am #3) – Program Committee Support

The Smith Moore & Associates original contract for Management Services and Meeting Planning Services was originally written with a termination date of December 31, 2018 with three optional one-year extensions. Amendment #2, approved in February 2017, enacted the optional extensions and the new termination date is December 31, 2021.

RECOMMENDATION

It is recommended that the Board of Directors provide direction and authorization to request quotations.

Don Maruska Contract Summary

Background

The CSMFO desires to provide elite training, coaching, and professional development as a valuable service for its members. CSMFO's most recent contract with Don Maruska to provide Coaching and Educational Planning services was approved in December 2015.

Scope of Work

As outlined in Exhibit A of the CSMFO's contract with Consultant, there are five major activities for which Consultant is responsible, each of which outlines specific tasks to be completed by Consultant:

- A. Support to the Career Development Committee and Local Chapters
 - 1. Attend or otherwise provide input for monthly Career Development Committee (CDC) calls to offer support and guidance to support the overall mission and strategic board goals of CSMFO.
 - 2. Provide ideas and support to local Chapters for professional development, when necessary.
 - 3. Provide support for queries about Professional Development when requested by CDC and local Chapter chairs.
 - 4. Review program activities and recommendations to provide direction for current and upcoming year.
 - 5. Participate in review of website and providing updates where necessary, including, but not limited to the schedule for planned webinars.
 - 6. Prepare and submit articles or other correspondence at the request of the CDC Chair to advertise or promote the activities of the CDC.
- B. Support the One-On-One Coaching Program
 - 1. Prepare materials to provide to current and prospective coaches to assist them in their development as coaches.
 - 2. Maintain/modify One-On-One Coaching section on CSMFO website as necessary including but not limited to available coach list, materials, and information about the coaching program.
 - 3. Provide assistance in the identification of potential coaches.
 - 4. Provide assistance in making the one-on-one coaching opportunities.
 - 5. Respond to queries about the One-On-One Coaching Program.
 - 6. Provide support to CDC in enhancing the One-On-One Coaching Program.
- C. Support in the Development and Management of "Emerging Issues" Webinars/Hot Topic Calls
 - 1. Development and scheduling of eight (8) webinars to be scheduled with CSMFO as topics arise. Where possible, identify suitable partners to increase coverage and cost-share in the delivery of the sessions in order to operate within the fees specified in this agreement.
 - 2. Assist the presenter(s) in the development of PowerPoint materials for webinars.
 - 3. Assist in the preparation of questions for the panels and discussion questions for follow up sessions at the local agency level.
 - 4. Organize and administer webinar set up details, logistics, etc.

5. Prepare and distribute of notices via email list and follow up to encourage participation
6. Provide practice sessions and feedback to presenters to enhance value for participants.
7. Gather and post helpful checklists, sample documents, and other resources to enhance the value of the webinar and usefulness for members.
8. Develop polling questions to engage live audience and satisfy CA State requirements for CPE credits.
9. Post materials on the website for participants to access.
10. Moderate panel discussions.
11. Handle questions via email both in advance and in real-time.
12. Edit digital recordings of panel discussions, convert recordings to required mp4 format for Granicus archive, post additional materials on web, and manage "Audio and Archives" on CSMFO's website.
13. Compile and analyze participation data and survey results and report results to presenters and CSMFO leadership.
14. Send follow up notices via email list about sessions and availability of coaching resources to benefit CSMFO members.
15. Support the capability of participants to receive CPE credit for webinars and by providing instruction, tracking and reporting for each session.

D. Other Support

1. Compile and analyze participation data and survey results and report results to presenters and CSMFO leadership.
2. Send follow up notices via email list about sessions and availability of coaching resources to benefit CSMFO members.
3. Support the capability of participants to receive CPE credit for webinars and by providing instruction, tracking and reporting for each session.
4. Preparation and leadership of a coaching/career development event at CSMFO Annual Seminar.

E. Deliverables

1. Submit participant statistics no less than quarterly for those who attended and page views of archived information.
2. Submit reports and other information that describes the efforts towards the above listed activities provided in a written form that summarizes the activities provided during each quarterly reporting period.
3. Submit reports and other information that describes the efforts towards the above listed activities provided in a written form that summarizes the activities provided during each quarterly reporting period.

Term of Contract

The current contract term is three years, beginning January 1, 2016 and ending December 31, 2018.

Compensation

The contract provides for total base fees of \$218,854, broken down as follows:

- \$70,598 for Year 1,
- \$74,128 for Year 2,
- \$74,128 for Year 3.

Webinars in addition to the eight (8) specified in Exhibit A will cost \$4,900 each.

Additionally, CSMFO will provide Consultant with complimentary registration to the Annual Conference and pay for any onsite videotaping expenses (if CSMFO requests video of any special sessions.)

Feedback

In October 2017 CSMFO retained Probolsky Research to conduct an online Consultant Satisfaction Survey with CSMFO's officers, directors, committees, chapter chairs, board chapter liaisons, and league committees.

In this survey, 66.7% of respondents rated Consultant with an "Excellent/Good" satisfaction rating, with 25.5% of respondents responding "Not applicable" or "I don't know".

When asked if Consultant has satisfied all contractual requirements to the best of their knowledge, 0% of respondents answered, "No," 25.5% responded, "Yes," and 74.5% responded "Not applicable" or "I don't know."

When asked if Consultant deserves to continue serving CSMFO, 74.5% of respondents responded "Yes," 13.7% responded, "No," and 11.8% responded, "I don't know."

Michael Coleman Contract Summary

Background

The CSMFO desires to provide consulting and training on local government fiscal services as a valuable service for its members. CSMFO has contracted with Michael Coleman, dba 'Coleman Advisory Services' and 'CaliforniaCityFinance.com' (CAS) to provide Legislative Analysis services. Most recently, the CSMFO updated and renewed its contract with CAS in September 2015. An amendment to the original contract was executed between CAS and CSMFO in January 2017.

Scope of Work

As outlined in Exhibit A of the CSMFO's contract with CAS, the following are the services provided for the CSMFO:

- A. Research, prepare and provide up to 12 session hours for training and educational presentations at CSMFO events as follows, as requested:

1. CSMFO Annual Conference
 2. CSMFO Weekend Training
 3. CSMFO Legislative Symposium
 4. Webinars
- B. Publish handout versions of CSMFO presentations on CaliforniaCityFinance.com and on the CSMFO website.
 - C. Attend and provide ad hoc professional advice and support to attendees at the CSMFO Annual Conference and CSMFO Weekend Training.
 - D. Respond to CSMFO listserv inquiries related to state budget, fiscal legislation and revenue and taxation law, practice and history. Provide updates on critical legislation and events of concern to CSMFO members.
 - E. Research, prepare and provide training and educational presentations for CSMFO chapter meetings or events within the limits outlined in Exhibit B-3 and Amendment #1 (up to thirty-six (36) event days, 25 of which will occur in 2017 and 2018).
 - F. Research, prepare, attend and provide presentations for CSMFO board meetings or events as requested within the limits outlined in Exhibit B-4.
 - G. Submit annual written reports that describe the performance of the activities outlined herein.
 - H. Submit weekly content to the CSMFO office for posting to social media.
 - I. Submit articles for the CSMFO Magazine, no less than quarterly.

Term of Contract

The current contract term is three years, beginning January 1, 2016 and ending December 31, 2018.

Compensation

The contract and amendment provide for a total retainer, not to exceed \$51,800, broken down as follows:

- \$12,600 for Year 1,
- Not to exceed \$19,500 for Year 2,
- Not to exceed \$19,700 for Year 3.

CSMFO will also reimburse CAS up to \$4,300 per year (or more with express, prior written authorization from CSMFO) for ground transportation, airfare, meals at conferences or meetings, lodging, or conference or event registration fees.

For Chapter Meeting presentations, CAS is also entitled to be compensated by the Chapter \$600 per event (\$400 if event is fewer than 60 miles from closer of CAS's office or residence).

Where the CSMFO Board President requests that CAS attend an in person meeting of the CSMFO Executive Board, CSMFO will pay \$800/day (\$400 if meeting site is within 60 miles of CAS office), as well as reimburse CAS for expenses, as outlined above.

Feedback

In October 2017 CSMFO retained Probolsky Research to conduct an online Consultant Satisfaction Survey with CSMFO's officers, directors, committees, chapter chairs, board chapter liaisons, and league committees.

In this survey, 96.1% of respondents rated CAS with an "Excellent/Good" satisfaction rating, with 2.0% of respondents responding "Fair," and the remaining 2.0% rating "I don't know".

When asked if CAS has satisfied all contractual requirements to the best of their knowledge, 52.9% of respondents answered, "Yes," 2.0% responded, "No," and 45.1% responded "Not applicable" or "I don't know."

When asked if CAS deserves to continue serving CSMFO, 96.0% of respondents responded "Yes," 0% responded, "No," and 4.0% responded, "I don't know."

Smith Moore & Associates Contract Summary

Background

CSMFO contracts with Smith Moore & Associates (SMA) to provide Management services and Meeting Planning Services. Most recently, the CSMFO updated and renewed its contract with SMA in October, 2015. The renewed contract was for the period of January 2016 – December 2018 and contained three optional one year extensions. The second amendment to the contract entered into in February 2017, enacted the three one-year extensions, extending the contract through December 31, 2021. The first amendment, to assist the Career Development Committee, entered into December 2016 and the third amendment, to assist the Program Committee, entered into August 2017 both expire December 31, 2018.

Scope of Work

As outlined in Amendment #1 with SMA, the following services are provided to the CSMFO Career Development Committee (CDC):

- A. Respond to questions from host sites.
- B. Respond to routine telephone and email inquiries from prospective attendees.
- C. Coordinate with instructors and site contact for material shipping and assist with package tracking.
- D. Communicate registration activity to CDC and send out targeted emails (to local chapters via the CSMFO listserv, to all members via the database, etc) as requested to increase interest.
- E. Close online registration three business days prior to every course to allow time for processing registration materials
- F. Create sign-in/out sheets and email to the instructor and host contact no later than the day prior to the course.
- G. Have staff available remotely the morning of the class to assist with site issues and direction for instructors and attendees to the host site.

- H. Communicate with the host contact following the training to request feedback and obtain and verify receipts.
- I. Obtain invoices from instructors and review for accuracy.
- J. Update the CDC course accounting spreadsheet following the training.
- K. Collect sign-in/out sheets from instructors for processing and archiving CPE credits.
- L. Track and prepare CPE certificates and related documentation.

Term of Contract

The current contract term is two years, beginning January 1, 2017 and ending December 31, 2018.

Compensation

The amendment provides support for up to 30 courses annually not to exceed \$7,000. Additional courses will be billed at \$250 per course

Scope of Work

As outlined in Amendment #3 with SMA, the following services are provided to the CSMFO Program Committee:

- A. Update call for sessions form and coordinate posting of “call for sessions” info on the CSMFO website with SMA, with an emphasis both on content of the form and the nature of the output of the session proposals submitted.
- B. Maintain master file of “call for sessions” submittals.
- C. Identify appropriate track for each of the “call for sessions” submittal and distribute to track captains for their review.
- D. Review overall program content for completeness and identify topics or areas that need to be included.
- E. Develop inventory of recurring speakers and/or topics, work with track leaders to develop sessions, and coordinate scheduling as needed.
- F. Work closely with SMA Conference staff (Janet Salvetti and Melissa Dixon)
- G. Keep track of session open items and responsible person(s) during the course of the program development.
- H. Ensure compliance with program development and conference timelines.
- I. Maintain contact information for session speakers and moderators.
- J. Send out speaker confirmation letters
- K. Notify unsuccessful “call for session” submitters.
- L. Assemble speaker bios and transmit to SMA.
- M. Send out speaker thank you letters.
- N. Send out moderator thank you letters.
- O. Prepare Program Committee annual report for review/submittal by Committee Chair.
- P. Prepare conference program lay-out (“event schedule”) for committee review, including assigning concurrent sessions to time slots and rooms.

- Q. Prepare session descriptions for posting to the CSMFO website.
- R. Prepare periodic updates to session descriptions for posting to the CSMFO website as the program evolves.
- S. Prepare program content (session descriptions, speakers, moderators, room assignments, dates, and times) for submittal to SMA Conference staff (Janet Salvetti and Melissa Dixon).
- T. Coordinate and review program content in the Annual Conference with SMA Conference Staff (Janet Salvetti and Melissa Dixon).
- U. Provide support to Committee Chair for conference site visits, with a focus on program needs.
- V. Prepare meeting agendas for Committee Chair review.

Term of Contract

The current contract term is for the 2018 Annual Conference.

Compensation

The amendment provides support for a flat rate of \$8,625.

Feedback

In October 2017 CSMFO retained Probolsky Research to conduct an online Consultant Satisfaction Survey with CSMFO's officers, directors, committees, chapter chairs, board chapter liaisons, and league committees.

In this survey, 82.4% of respondents rated SMA with an "Excellent/Good" satisfaction rating and the remaining 17.6% rating "NA" or "I don't know".

When asked if SMA has satisfied all contractual requirements to the best of their knowledge, 54.9% of respondents answered, "Yes" and 45.1% responded "Not applicable" or "I don't know."

When asked if SMA deserves to continue serving CSMFO, 80.4% of respondents responded "Yes," 2% responded, "No," and 17.6% responded, "I don't know."



CSMFO BOARD REPORT

DATE: February 20, 2018

FROM: Drew Corbett, President
Carrie Corder, Career Development Committee Chair

SUBJECT: Webinar-Sharing Pilot Program

Background:

The webinar program has been an integral component of CSMFO's continuing education opportunities for our members for well over ten years. The webinars cover a variety of subjects led by CSMFO's Coaching Program Director, Don Maruska. These webinars feature subject matter experts, as well as a color commentator, on topics of interest to our members. In 2017, nine webinars were offered reaching an audience of approximately 4,000 members. These webinars are provided at no-charge; however, if a member requests a CPE certificate a fee of \$25 is collected to cover associated with the issuance and record-keeping of CPE certificates.

At the 2017 Annual Conference, the Alaska Government Finance Officer's (AGFOA) president communicated her desire to allow AGFOA members to participate in CSMFO's webinars. After discussion with the Career Development Committee (CDC) it was decided to start a webinar-sharing pilot program starting with the April 27, 2017 webinar. During 2017, eight AGFOA members participated in webinars with the CSMFO president serving as the communication liaison by forwarding webinar announcements.

In addition to Alaska's participation, Oregon and Washing Finance Officer's Association leadership mentioned similar interest. The CDC analyzed various issues for the Board to consider before the possible expansion of this webinar-sharing pilot program to Oregon and Washington.

Costs: CSMFO utilizes the Granicus software and archiving platform that allows for up to 1,000 concurrent log-ins under the current contract. On average CSMFO only utilizes 300 concurrent log-ins with abundant capacity to spare at no additional cost.

Liaison Efforts: The CDC recommends continuing the existing communication efforts of forwarding the webinar announcements by President Corbett forwarding the announcements to his Oregon and Washington counter-parts for dissemination within their respective organizations.

CPE Certificates: Currently only CSMFO members can request California Board of Accountancy compliant CPE certificates. It is recommended that the CDC gauge the impact of this expanded pilot program and if deemed a success, create similar cost-recovery provisions and work with each organization's leadership to determine if any changes are necessary to ensure compliance with each state's Board of Accountancy.

Recommendation:

The CDC is excited about this opportunity to expand the webinar-sharing pilot program with our northern finance officer neighbors. At this time there does not appear to be any negative impacts to CSMFO, either cost-wise or logistic issues that can't be overcome. The CDC respectfully requests the Board's approval to expand the sharing of webinars to the Oregon and Washington Finance Officer's Associations.



CSMFO BOARD REPORT

Date February 20, 2018

FROM: Laura Nomura, Incoming Career Development Committee Chair
Carrie Corder, Outgoing Career Development Committee Chair
Scott Catlett, Board Liaison to Career Development Committee
Mary Bradley, Senior Advisor to Career Development Committee

SUBJECT: Recommended Path Forward for the Quick Hits Program

Background:

In 2017, the Career Development Committee established a goal to implement short videos termed “Quick Hits”. These videos are designed to bring critical information to the membership that is not of sufficient scope or complexity to justify a full 1.5 hour webinar. In June of 2017, the Committee created a pilot Quick Hit Featuring Michael Coleman, which discussed the new SB-1 transportation funding program. This pilot Quick Hit was promoted to the membership and posted on the CSMFO website, with positive reactions from all who viewed it. Subsequent to producing the pilot Quick Hit, the question of whether standards for branding and production quality for future Quick Hits are appropriate was raised. The Board then appropriated \$15,000 in the current year’s budget to assist with the Quick Hits effort. However, decisions have not been made to date regarding the questions of branding and production quality and the \$15,000 appropriation has not been utilized.

The leadership of the Career Development Committee desires to move this effort forward, as we believe it to be a valuable component of CSMFO’s expanded training offerings. Accordingly, we have reviewed the concerns expressed regarding branding and production quality and have come up with recommendations for the Board’s consideration.

Editorial Control and Tentative Slate of Topics for 2018

The Committee feels that it is appropriate for the Committee to have editorial control of the quick hits topics, just as is the case with the webinar program. The Board would be advised of planned topics through the monthly Chair’s report during the Board meeting, and of course would provide valuable input just as is the case for the webinar program.

For the first part of 2018, the Committee leadership has identified the following tentative topics that are proposed for production following the Board's approval of the actions requested in this report:

1. Technical Topic: How to Properly Record Bond Issuances and Refundings
2. General Topic: The Impact of Tax Reform on Advance Bond Refundings
3. Soft Skills Topic: Preparing Your Resume for a Finance Leadership Position

The three listed Quick Hits fall into three categories. First, the Committee would like to build a technical topics repository, which can serve as a guide for members and their staff when dealing with complex finance topics. These would include posting complex journal entries, crafting appropriate note disclosure for certain topics, and other areas of critical importance that we believe could benefit from technical guidance in an easy-to-use video format. The remainder of the Quick Hits would be similar to the webinar program, covering general finance topics as well as some soft skills topics.

Quick Hits Branding

We believe that the Quick Hits program can benefit from standardized branding, consistent with recent efforts to improve the consistency of CSMFO publications, logo use, etc. However, we feel that there is an appropriate balance between the cost of production, as described in the following section, and the expediency of delivering timely Quick Hits to the membership. Accordingly, we believe that it would be beneficial to have the CSMFO staff or another contractor prepare an intro video segment of 30 seconds or less in length that would be included at the beginning of each Quick Hit. This video would include some introductory explanatory text, audio, and/or video to highlight whatever information the Board feels is important to communicate routinely as part of the Quick Hits. The remainder of the production effort would be in the hands of the Committee, as described below.

Quick Hits Production Standards

We believe that it is critical for the Quick Hits to include video in addition to audio. Beyond the connection that comes from seeing the presenter, there are often also critical visual PowerPoint aids that are an integral part of the presentation. We propose that we require that presenters:

1. Wear business attire consistent with presenting at the Annual Conference.
2. Utilize a stationary camera at a distance sufficient to capture their head and upper torso similar to a typical head shot.
3. Film in a location with a solid background close behind their head, such as a blank wall or curtain.

We do not, however, believe that it is necessary to expend resources on studio filming of presenters. This is not practical, primarily because of the resulting inconvenience to the presenters if they have to travel to a studio, as well as the delay in the production of timely content that will no doubt result from the need to schedule the studio sessions.

The primary issue noted with the pilot Quick Hit was the format of the overall video frame, in terms of the area of the screen occupied by the video of the presenter versus the PowerPoint. The Committee has prepared four alternative video frame formats for the Board's consideration, which will be shown at the Board Meeting. We believe that one of these options, combined with the three standards outlined above and the standardized introductory video segment, will be sufficient to provide an appropriate level of standardization for the Quick Hits, balanced with cost and expediency.

The Committee has identified a viable platform for production of future Quick Hits, which is the Camtasia software utilized for the pilot Quick Hit with Michael Coleman. We believe that this software can adequately serve the Committee's production needs for the first year, to be reevaluated at the end of the year as described below. The Committee's volunteers would combine the introductory video incorporating the Board's desired content with the presenters' video, audio, and PowerPoint files into a single, seamless file. After the completion of the first year of Quick Hits, the Committee will evaluate the adequacy of continuing to have volunteers produce the videos. The Cost for a license for the Camtasia software is only \$199, so a copy could easily be purchased for CSMFO's ongoing use. If utilizing volunteers proves impractical, the Committee can investigate alternatives through an RFP process, which could include SMA, Don Maruska, Harriett Commons, and/or other vendors.

Application of Webinar Stipend Program to Quick Hits

Lastly, the Committee is requesting authorization to apply the stipend program that the Board previously approved for webinar presenters to Quick Hits presenters. These stipends are payable at the discretion of the Career Development Committee Chair in an amount not to exceed \$500 per speaker and \$2,500 per year, and they are only available to presenters who are neither government nor commercial members of CSMFO. The Committee does not believe that the \$2,500 cap needs to be increased at this time, as the stipends have rarely been needed in the past.

Recommendation:

That the CSMFO Board of Directors:

1. Delegate editorial control of the Quick Hits program to the Committee, consistent with current practice for the webinar program;
2. Concur with the Committee Leadership's recommendations regarding branding and production standards for the Quick Hits Program;
3. Provide direction to the Committee regarding any desired content for the standardized introductory video segment;
4. Allow Quick Hits presenters to be eligible for stipends, consistent with the terms applied to webinar presenters; and
5. Direct the Committee Chair to return to the Board in one year with an update on the lessons learned in the first year, and any recommended changes to the Quick Hits program.

CSMFO BOARD REPORT

Date: February 13, 2018

FROM: Marcus Pimentel, Communications Committee Chair

SUBJECT: CSMFO Communications- Style Guide

RECOMMENDATION

Adopt the amended CSMFO Style Guide adding direction on official CSFMO emails to the “Brand Elements” section.

BACKGROUND

In June 2016, CSFMO received the first version of a Style Guide to protect the CSFMO brand and invest in improving communication. Style guides are important tools to help visually with communications to enable consistent delivery of messages to our members. This guide defines what our brand elements are and how they should be applied across all training and marketing materials.

DISCUSSION

The Communications Committee took on a review and update of the Style Guide and found a need for additional guidance on how CSFMO emails are prepared and sent to members. The committee felt it was important to focus on this brand element as emails are often the most wide spread and critically utilized tool to connecting CSMFO to its members. Other core brand elements included in the style guide are: Chapter Meeting Notices; Educational flyers; membership & marketing materials; wearables; and presentations

To ensure consistent brand identity, this update would apply to official emails sent on behalf of CSMFO to the listserve or other groups of members. This would include emails such as those from CSMFO, its staff and contracted consultants and CSMFO volunteers (Board, committees and their members). It would not apply to general members, nor to situations where a CSFMO volunteer is using email for their employer or another non-CSMFO purpose, or when a CSFMO volunteer is communicating directly with other CSMFO volunteers or members (as opposed to through the listserve). After a review of CSMFO listserve traffic, the committee found that CSFMO emails consistently were inconsistent in:

- Using the correct version and format of our Logo, or not using the Logo
- Engaging members with a concise “call to action” intro visible in preview modes
- Sending message that should be branded as an official CSMFO message
- Having a layout causing visual conflicts if the email is an official CSMFO message
- Specific to contractors, their use of private business email accounts rather than a [CSMFO.org] account
- Including links to CSMFO resources or CSMFO contact information

Attachment: Style Guide- Redline with proposed amendments



STYLE GUIDE



INTRODUCTION

The following guidelines provide tools for making decisions relative to the California Society of Municipal Finance Officers' (CSMFO) logo and brand. These are the initial elements of a style guide, which typically includes more components such as templates for email, letterhead, memorandums, training and event announcements and labels and guidelines for wearables, printed collateral (including brochures and flyers) and Facebook or other social media posts.

The logo and brand elements respond to key questions about how CSMFO should represent itself through the use of these visual elements. This is not intended to be rigid, rather it is intended to be a starting foundation of a more comprehensive style guide to brand CSMFO in supporting its mission to serve its members and valuable stakeholders.

This document should be updated periodically, for example, if decisions are made relative to additional components, such as those identified above, or if more clarity is needed with regard to specific brand applications.

Questions regarding the Style Guide should be directed to CSMFO's Communication Committee or to [CSMFO staff](#).

THE CORE MESSAGES OF OUR BRAND

Our brand relays the tone CSMFO wants to communicate in interactions with internal and external audiences. As members of CSMFO, we are committed to:

- Finance Education
- Innovation
- Excellence

OUR MISSION

CSMFO promotes excellence in financial management through innovation, continuing education and the professional development of our members. CSMFO members are deeply involved in the key issues facing cities, counties, and special districts in the State of California. We value honesty and integrity, and adhere to the highest standards of ethical conduct.

TABLE OF CONTENTS

LOGO

Logo Versions	1
Logo Size	4
Minimum Clear Space Around the Logo	4
Logo Color	5

COLOR

Primary Brand Colors	6
Secondary Brand Colors	6

LOGO USAGE

Appropriate Usage	7
Inappropriate Usage	7
Examples of Inappropriate Usage	7

BRAND TYPOGRAPHY AND USAGE

Primary Typeface Font	8
Typographic Usage	8

BRAND ELEMENTS

Chapter Meeting Notices	10
Educational Event Flyers	10
Email.....	10
Membership/Marketing Materials	12
Wearables.....	12
PowerPoint and Other Presentations	12

LOGO

The logo is the primary graphic or visual expression for the brand. The CSMFO logo represents a financial graph to complement the mission of the organization. Correct usage of this mark is essential to establish a single, unified visual approach. Only the approved electronic art found on CSMFO's intranet site can be used in reproducing the logo.

Below are versions of appropriate and acceptable CSMFO logos. CSMFO management staff may elect to design alternative logo versions for specific purposes, such as for Facebook, the magazine, the annual conference, etc. The use of alternative logo versions by CSMFO members must be preapproved by management staff.

LOGO VERSIONS

LOGO WITH FULL NAME ON THE RIGHT



LOGO WITH FULL NAME BENEATH THE LOGO



LOGO WITHOUT FULL NAME

This version may be used in cases where the full name appears too small if reproduced for print, web or other applications. It also may be used if the full name already has been clearly stated in the document elsewhere.



LOGO WITH TAGLINE UNDERNEATH

This version may be used in cases where it is appropriate to remind of the mission of the organization, such as on Board materials.



BLACK AND WHITE VERSION

A black and white version of the logo (see below) may be used if color printing is unavailable or if a contrast is necessary to heighten the visibility of the identity.





Dedicated to Excellence in Municipal Financial Management

LANDS' END VERSION FOR WEARABLES



LOGO SIZE

The logo with the full name should not appear smaller than 2.25 inches wide. If it must appear smaller due to production constraints, the logo may be reduced to no less than one inch with the full name removed. In this case, the full name should appear in close proximity to the logo, if possible.

MINIMUM CLEAR SPACE AROUND THE LOGO

The “clear space” refers to the area around the logo, which must remain free from text and images to ensure the logo is not obscured. As the diagram below indicates, the “clear space” is equal to the height of the capital “C” in California.

EXAMPLES OF CLEAR SPACE





LOGO COLOR

The only appropriate colors, other than black and white, for the logo are listed below. If color printing is unavailable or when contrast is needed for the identity to be visible, use the black and white version of the logo.

BRAND COLORS

Colors are a key component of CSMFO's brand recognition. There are several color options, including Pantone, CMYK, RGB and Hexadecimal.

- The Pantone® color matching system is a standardized color reproduction system that allows different printers and manufacturers to accurately reproduce colors within the Pantone® library.
- CMYK, a term most often used in printing, stands for cyan, magenta, yellow and black, which are mixed in the printing process to create the colors of a document.
- RGB stands for red, green and blue. This color model uses the three colors in a variety of ways to produce a broad array of colors.
- The hexadecimal number is a binary-based equivalent to RGB percentages. RGB and Hexadecimal numbers are specified for **materials viewed on screen** (e.g., presentations and websites).

Below are the Pantone, CMYK, RGB and HTML/Hexadecimal numbers for CSMFO's primary and secondary brand colors.

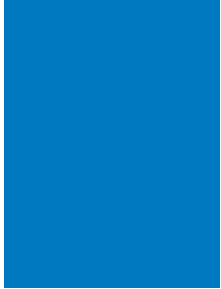
PRIMARY BRAND COLORS

The blue Pantone color is 300 CVC

The Hexadecimal color is #0079c1

The CMYK color is: C=100%; M=44%; Y=0%; and K=0%

The RGB color is: Red=0; Green=121; and Blue=193



SECONDARY BRAND COLORS

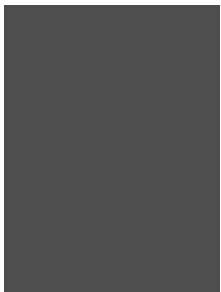
Secondary colors, or often referred to as a secondary palette, add depth and presence to the primary brand palette. The colors are typically neutral and may be used for backgrounds or as a subtle addition to the brand.

The gray Pantone color is solid coated cool gray 10 C

The Hexadecimal color is #4d4d4d

The CMYK color is C=61%; M=53%, Y=52%; and K=24%

The RGB color is: Red=96; Green=96; and Blue=96



LOGO USAGE

The logo should be used according to the following guidelines and should not be altered from the digital files. This applies in the case of sponsorships, as well. Below are examples of inappropriate and appropriate logo uses.

APPROPRIATE USAGE

- The logo is unaltered.
- The logo is clearly visible.
- The logo presents enough contrast relative to the background.

INAPPROPRIATE USAGE

- Altering the orientation of the logo or rotating it.
- Making the logo three dimensional.
- Altering any of the fonts.
- Stretching the logo.
- Altering the color and boldness of the logo.
- Making a pattern out of the logo.
- Placing the logo on a background that conflicts with the brand colors.
- Including a tagline beneath or next to the logo.

EXAMPLES OF INAPPROPRIATE USAGE

The example below includes a tagline, and the font of the tagline is inappropriately bolded with the incorrect color.



The logo is re-sized incorrectly horizontally.



The logo is incorrectly stretched and inappropriately includes the full name in a box to the right of the logo.



The logo is inappropriately tilted upward.



BRAND TYPOGRAPHY AND USAGE

PRIMARY TYPEFACE FONT

The primary typeface font for CSMFO is Calibri.

Myriad Roman or Futura fonts are the fonts used when including the name “The California Society of Municipal Finance Officers” in the logo. Calibri font may be used in a variety of applications as indicated below:

CALIBRI LIGHT is used primarily for headlines or subheads.

AaBbCcDdEe

CALIBRI BOLD is used primarily for headlines, subheads or for emphasis.

AaBbCcDdEe

CALIBRI REGULAR is used primarily as body copy.

AaBbCcDdEe

CALIBRI ITALIC is used primarily for emphasis.

AaBbCcDdEe

TYPOGRAPHIC USAGE

Below are examples of inappropriate typographic uses.

This is an example of a subheading using Comic Sans, as opposed to Calibri Bold.



Intermediate *Governmental Accounting*

This is an example of text below the logo in Courier Regular, as opposed to Calibri Regular.



The primary typeface font for CSMFO is Calibri. Myriad Roman or Futura fonts are the fonts used when including the name "The California Society of Municipal Finance Officers" in the logo.

BRAND ELEMENTS

All communications and marketing materials, other than wearables, must include, at a minimum, the following brand elements:

- CSMFO logo
- Website address (www.csmfo.org)
- Telephone number (877-282-9183 or 916-231-2137)

Chapter Meeting Notices

Chapter Meeting Notices will be created by CSMFO management staff in Adobe InDesign. CSMFO volunteers must provide management staff with the notice contents. The completed notices will be available, print-ready and digitally produced for distribution. They will be flexibly designed to allow for photographs of presenters and logos of event co-hosts.

Educational Event Flyers

Educational Event Flyers will be created by CSMFO management staff in Adobe InDesign. CSMFO members must provide management staff with the flyer contents. The completed flyers will be available, print-ready and digitally produced for distribution. They will be flexibly designed to allow for photographs of presenters and logos of event co-hosts.

Email

All electronic messages, from our day-to-day Emails to our carefully crafted HTML broadcast messages, should consistently reflect our brand identity.

Email is one of CSMFO's primary communication methods with members and can frequently originate from Administration, Officers, Committees, Chapter Chairs, and key consultants. Therefore, this section is intended to establish standards for common email attributes like logo, headlines and signatures, as well as to set forth basic rules for email-specific grammar and usage.

Key email components.

All official CSMFO emails by staff or consultants shall originate from a CSMFO email address, preferably through the CSMFO office email system, and include either the Logo as detailed in this style guide or a graphic advertising the upcoming conference. Emails shall consistently adhere to Subject line, Pre-header and Signature lines noted below. Excluded from this are CSMFO volunteers (Board and Committee members and Chapter Chairs).

Official CSMFO Emails

Any communication to CSMFO members relating official CSMFO information shall qualify as an official CSMFO email. This includes, but is not limited to, emails announcing CSMFO courses or webinars, emails regarding the Annual Conference, and emails relating to the CSMFO awards program.

Acronyms / Abbreviations.

For emails to members, widely known acronyms can be written without spelling the acronym out on first reference. For example, CSMFO, CPA, and GFOA do not need to be spelled out.

CSMFO Committees. (my use only- link to committee page)

When CSMFO Committees are referenced, their full, official name shall be used. "Professional Standards and Recognition Committee" shall NOT be shortened to "Professional Standards."

Events

Event names are capitalized and are not put in quotes or italicized (e.g., CSMFO Annual Conference.)

Capitalization of headlines and subheads is preferred.

Capitalize words with four or more letters. Capitalize the first word and last word. Capitalize all other words except articles (a, an, the), coordinate conjunctions (and, or, for, nor), and short prepositions (e.g., in, to, of, at, by, up, off). Do not use italics.

Images

All images should contain links as well as alt-tags.

Links

Do not include full URLs in the text of a message. Instead create a hyperlink. Avoid using phrases like "click here." Instead, add the hyperlink to the sentence itself.

Salutation

Use title case to address readers in an email salutation (e.g., "Dear CSMFO Members,").

Pre-header

Emails should have a pre-header that appears generally in preview mode alongside an email's subject line before the email is opened. The message will be the lead part of all emails and limited to 150 characters. It should clearly and succinctly support the content inside the email. Such as, [On Friday, December 15, discount registration for the Annual Conference expire.] and continue below with the body message.

Signature

All emails should have a signature (or signature template) that includes Sincerely or Thank You (or other valediction) along with the following components:

Name

Title (CSMFO title, applicable role/committee)

Title (agency job title, agency)

Subject Lines

Subject lines should be catchy and informative. Avoid acronyms and jargon when targeting an external audience. It is preferred to keep subjects lines 50 characters or fewer, with your most important information in the first 20 characters.

Titles

Only capitalize titles when they are used immediately before a name.

"Contact Vice Provost Sheila Jackson for more information," said Tom Jones, the department's program assistant.

Underline

Do not use underlines to emphasize a word or phrase — this can be confused for a link.

Membership/Marketing Materials

Membership/Marketing Materials will be created by CSMFO management staff in accordance with this Guide and with approval of CSMFO leadership.

Wearables

Approved wearables are available through Lands' End at: http://ocs.landsend.com/cd/frontdoor?store_name=csmfo&store_type=3. Alternative versions of wearables must be preapproved by CSMFO management staff.

PowerPoint or Other Digital Presentations (Cobranding)

To consistently brand CSFMO, any presentation being made at a meeting held by or on behalf of CSMFO must include one of the approved logos in either the bottom right or bottom left of the title slide.

**League of California Cities
Environmental Quality Policy Committee
January 18, 2018 Meeting**

All the policy committees received a state budget and issues briefing.

- Proposed FY18-19 state budget assumes modest growth in personal income tax and sales tax, and a minor decrease in corporate tax.
- The Governor's proposed budget would increase the state General Fund reserve to 10%.
- The state budget estimates do not yet contain expenditure plans for an estimated \$600 million of cannabis related revenue.
- The Governor thinks any effort to repeal SB1 can be defeated.
- An expected \$1.25 billion of cap-and-trade money will be available for appropriation in FY18-19.
- There are published estimates for allocations of the \$4 billion park & water bond (June ballot) and \$4 billion housing bond (November ballot) should voters approve the measures.
- The Governor believes the California Supreme Court will provide more flexibility under the California Rule, and he contends that an agency must be able to make modifications to current pension formulas to ensure the fiscal solvency of public agencies.

Environmental Quality Policy Committee Meeting Specifics

As the first meeting of the year, the Committee reviewed the League's existing policy, guiding principles, and strategic goals. The EQ Committee voted unanimously to update its Work Program to include review of proposed legislation related to the following:

1. Storm water and water quality, with an emphasis on funding or permit reform;
2. Community Choice Aggregation and renewable energy; and
3. Recycling, solid waste and out-of-state markets.

The EQ Committee received a presentation from Senator Bill Monning regarding SB 623, which would create a grant and loan program to ensure access to clean, safe and affordable drinking water. The program would be funded by imposing new water, fertilizer and dairy fees. Water Districts would be required to administer new fees. The revenue would not fund any capital projects, only ongoing operations. *The EQ Committee unanimously voted to oppose, unless SB 623 is amended to remove the new water fees.*

The EQ Committee reviewed AB 1775 (Muratsuchi) & SB 834 (Jackson), which would prohibit the State Lands Commission from entering into new lease agreements, or modifying existing agreements that would result in increased oil or natural gas from federal waters. *The EQ Committee voted to support the proposed bills (only 1 member opposed).*

Finally, the EQ Committee received an informational presentation regarding the implementation of SB 1383 for Organic Waste Diversion. The new law will be much more difficult to implement than AB939. The goal is a 75% reduction in organic waste (from 2014 baseline to 2025). Organic waste is defined as anything that generates methane in a landfill. The purpose of the bill is to reduce methane and improve air quality. Local agencies will be required to enforce mandatory source separation, and there is no dedicated funding source.

TRANSPORTATION, COMMUNICATION & PUBLIC WORKS POLICY COMMITTEE HIGHLIGHTS

Thursday, January 18, 2018

Sacramento Convention Center, 1400 J Street, Room 202, Sacramento

ATTENDANCE

Members: Esmeralda Soria (Chair), Lindsey Horvath (V.Chair), Newell Arnerich, Sean Ashton, Kim Bergel, Timm Borden, Robin Borre, Randy Breault, Ross Chun, Keith Cooke, Laurie Davies, Pippin Dew-Costa, Paul Fadelli, Ben Fine, Alice Fredericks, Vartan Gharpetian, Jeffrey Giba, Charles Herbertson, Ronn Hall, Christian Horvath, Andrew Jared, Valerie Kushnerov, Jeff Lee, Chin Ho Liao, Fabian Lizarraga, John McAlister, Jennifer Mendoza, Hernan Molina, Lou Munoz, Henry Nickel, Dan Parra, Sam Pedroza, Jerry Pentin, Debbie Peterson, Gary Pollard, Ron Rowlett, Steve Sanchez, Jay Spurgin, George Spurr, Charles Swimley, Daniel Talbot, David Terrazas, Lisa Tulee, Miguel Ucovich, Veronica Vargas, Steven Vargas, Connie Williams, Bryce Wilson

League Partners: Marc Myers

Staff: Rony Berdugo

I. State Budget and Issues Briefing

The January 2018 Policy Committee meetings began with a General Session briefing. League President Rich Garbarino, Council member, City of South San Francisco, gave a brief welcome, which included highlighting the importance of the League's 2018 Strategic Goals, then introduced League Deputy Executive Director/Legislative Director, Dan Carrigg, to discuss state budget and legislative issues.

Mr. Carrigg stated that the state budget revenues continue to be strong and that the Governor plans to allocate additional revenues to fully-fund the state's Rainy Day Reserve fund at \$13.5 billion. Healthy reserves were also good for local government, he said, because it gave the state options during a downturn, rather than attempting to shift funds from local government as it had in the past. Mr. Carrigg then introduced Michael Coleman, the League's Fiscal Policy Advisor, to discuss the Governor's January budget.

Mr. Coleman gave a short PowerPoint presentation on the 2018 January Governor's budget. For more information about the impacts of the budget on cities, please review the League's analysis, and information on Mr. Coleman's website here. Mr. Coleman then gave Dan Carrigg the floor.

Mr. Carrigg briefly discussed the large amount of housing bills passed by the Legislature last year and how if more housing legislation were introduced this year could be difficult for cities to navigate. He also discussed the uncertainty California faces in regards to the President's recent tax reform legislation and plan to open up offshore drilling. Then Mr. Carrigg introduced the League's lobbyists to discuss their respective issue areas big topics. First, he introduced Dane Hutchings, League Legislative Representative, to discuss pensions and other labor and governance issues.

Mr. Hutchings gave an overview of what will be happening on pensions this year. Cities are struggling with increasing costs, and securing additional flexibility for cities is a priority. Additionally, Mr. Hutchings discussed two measures (not in print yet) that could have big effects on cities. The first measure would apply prospective and retroactive joint and several liability to agencies who have entered into a JPA for all retirement related liabilities for any public retirement system. This measure would not just apply to CalPERS but any county retirement

system as well. The second measure would expand the number of days allotted in the safe harbor provision of the California Voting Rights Act to provide cities more time to convert to district-based elections.

Rony Berdugo, League Legislative Representative, discussed how the landmark passage of SB 1 (Beall, 2017) doubles the amount of funding cities receive for road maintenance and rehabilitation projects. He stressed that if the voters repealed SB 1, another funding package would not come together for a long time. He encouraged cities to proactively document and promote their road improvement work as the best way to protect their funding and to join in League efforts to support Proposition 69, the constitutional protections for new transportation revenues, and to participate in efforts to oppose the transportation funding repeal. Additionally, he thanked the Governor for his veto of SB 649 (Hueso) and how the League was taking steps to draft its own proposal on telecommunications deployment. This proposal would help preserve local control, while also providing a streamlined process for cities to roll out wireless “small cell” technology.

Jason Rhine, League Legislative Representative, focused in on the housing affordability and availability challenges throughout the state. Mr. Rhine noted that housing legislation is a high priority for the Legislature and the League this year. He reminded attendees to look through the 2018 Guide to New Housing Law in California, which was provided. Additionally, Mr. Rhine encouraged members to be active in advocating for legislation that will help local governments address their housing challenges while preserving appropriate local control functions. Mr. Rhine discussed SB 827 (Wiener), which would exempt certain housing projects from locally developed and adopted height limitations, densities, parking requirements, and design review standards. Cities were encouraged to submit an opposition letter.

Erin Evans-Fudem, League Legislative Representative, highlighted evolving environmental and community issues that will be big in 2018. With successful reauthorization of the cap-and-trade program last year, monitoring the programs and proposed funding allocations will continue to be a priority. In addition, Ms. Evans-Fudem discussed the importance for cities to engage in discussions about organic waste recycling regulations, disaster relief and wildfire response legislation, as well as offshore drilling, and clean drinking water legislation.

Tim Cromartie, League Legislative Representative, updated members on the continued rollout of cannabis regulations and the different ways cities can stay engaged on this issue. On the topic of public safety, he informed members they should be aware of a ballot initiative, sponsored by the Police Chiefs and the Grocers associations, seeking to amend the list of violent offenses as it relates to the provisions of Proposition 57, which provides for expanded parole considerations and increased rehabilitation programming for non-violent offenders. In addition, cities must stay alert for the drone industry to push for federal preemption in the annual Federal Aviation Administration’s reauthorization bill.

II. Welcome and Introductions

Members of the committee introduced themselves and welcomed all new members. The Chair thanked the members for their time and contributions and asked committee members to share a personal goal they had for 2018.

III. Public Comment

No public comment.

IV. Overview of Parliamentary Procedure and Roberts Rules

The Chair went over the basic parliamentary procedures that will be followed by the committee and were introduced to the city attorney on the committee which will assist if parliamentary questions arise.

V. Committee Orientation

The Chair and staff went over how the committee would operate including an explanation of the process by which the committee will make recommendations to the League board for final approval and action. In addition, members were reminded that their preparation, participation, and expertise are needed for the committee to best operate.

The Chair reviewed the committee's structure, times and dates of future policy committees, and email communications.

VI. Update of Existing Policy & Guiding Principles

Mr. Berdugo explained the importance of the guiding principles document as the foundation for League advocacy positions. The document is updated and published every two years to reflect significant policies adopted by policy committees and approved by the Board. Mr. Berdugo reviewed the policy that has been adopted through Annual Conference Resolutions, League positions on bills approved by the League Board of Directors, or broad League policy approved by the League Board of Directors over the last two years.

Committee members reviewed the proposed update and considered whether it accurately reflects the actions taken by the policy committee (and League Board) over the last two years, and whether there were any missing policy items or errors in describing policy. Committee members who wish to propose new League policy or to revisit existing League policy should suggest that the issue be placed on an agenda for a future policy committee meeting, as opposed to attempting to modify the policy through this update.

Motion to move and second the adoption of the Existing Policy and Guiding Principles.

Unanimous Support

VII. Strategic Goals for 2018

The committee reviewed the League's 2018 Strategic Goals. This year there are four main strategic goals:

1. Address Public Safety Concerns of California Cities.
2. Ensure Sustainability of Public Pension and Retirement Health Benefits.
3. Protect Existing Transportation Funding for Local Priorities.
4. Improve Housing Affordability and Support Additional Resources to Address the Homelessness Crisis.

VIII. SB 1 – Transportation Funding – State Controller's Office Presentation

George Lolas, Chief Operating Officer for the State Controller's Office joined the group to talk about SB 1. He covered the breakdown where revenues are coming from under SB 1 and how they will be allocated to city and county governments. He explained and provided to the group a flow chart of how the revenues are distributed.

Committee members asked tactical questions about ways to verify that cities are in compliance with obligations presented by SB 1, how payments will be distributed to cities, etc. The representatives from the Controller's Office encouraged cities to call their office as questions and needs arise.

IX. City and County Pavement Improvement Center

Summary: John Harvey, Director for the University of California Pavement Research Center and City and County Pavement Improvement Center explained the work that the Center is doing and resources that are available to cities. He explained that the Center helps local governments improve the cost effectiveness, customer satisfaction and environmental sustainability of their pavement operations. He also explained that he is seeking a partnership with the League of California Cities and the California State Association of Counties for the Center to remain intact. This would entail a financial investment by the league and involvement in developing their governance guidelines and steering the general direction of the organization.

MOTION: To authorize League staff to explore formally entering into a partnership with the California State Association of Counties and the University of California in identifying, developing, prioritizing, performing, reporting and implementing the City and County Pavement Improvement Center, its governance structure and priorities, and to bring any funding decisions such as source of funding and the amount of funding back to the Committee for consideration and approval. **Approved by a majority, two members abstained.**

X. Telecommunications Infrastructure

Summary: Harriet Steiner, Partner at Best, Best & Krieger Attorneys at Law gave the group an update on what transpired in the legislature last year and what we can anticipate for this year regarding telecommunications infrastructure. Ms. Steiner covered what SB 649 would have meant for cities – severely limiting a city’s control over where small cell wireless infrastructure is placed, what it looks like and how much cities could lease out public space for such use. She explained that there is an effort at the Federal level to do what SB 649 would have done. She noted that there are bills being introduced this year on broadband and broadband roll out. She explained that with the implementation of 5G there will be even more demand for space for wireless infrastructure.

Legislative Representative Rony Berdugo explained that the League is working on potential legislative language that would allow cities and counties to have the ability to negotiate their own terms for deployment of this technology but that would help bring the technology to fruition more rapidly. Mr. Berdugo noted that he would be working in conjunction with other policy areas such as public safety, including working with the Fire Chiefs and Police Chiefs departments. Especially after recent emergencies in the state, it was noted that members would like feedback from public safety on the use of this technology during emergencies and how susceptible to destruction this technology would be in such emergencies.

MOTION: To authorize the League staff to work with key coalition stakeholders to introduce legislation that reflects a model framework for the deployment of small cell infrastructure through the utilization of master license agreements and to give League staff flexibility to negotiate such proposal in a way that preserves the best interests of cities. **Passed Unanimously.**

XI. Legislative & Policy Updates

1. Transportation Funding – Governor Brown’s 2018-19 Budget

Summary: Rony Berdugo provided background for the group on transportation. He explained that for the last ten years the League and CSAC have teamed together to publish the Local Streets and Roads Needs Assessment. Mr. Berdugo then went into detail on the funding and allocations that will be provided to cities under SB 1. Mr. Berdugo noted legislation that has been introduced to ban the creation of combustion vehicles after 2040 and that the reliance on a gas tax would severely change should such a law be put into place.

XII. 2018 Draft Work Program

The Committee reviewed the proposed 2018 work program and discussed adding the following items for further research and briefings:

- Connected Vehicles and Shared Autonomous Vehicles
- City and County Pavement Improvement Center – Ongoing Updates
- Public Transit Funding – Issue Updates/Pending Legislation
- Small Cell Infrastructure – Ongoing Regulatory and Legislative Updates

MOTION: To adopt the 2018 Work Plan. **Unanimous Support.**

Next Meeting: April 12, 2018, Sheraton Fairplex Hotel, 601 West McKinley Ave., Pomona, CA