



Friday, October 2, 2018
8:30 a.m. - 12:00 p.m.
Board of Directors Meeting
Kona Kai Resort
1551 Shelter Island Drive
San Diego, CA 92106

Call-in: 669 900 6833
Meeting ID: 653-597-383
<https://zoom.us/j/653597383>

1. Introduction
 - a. Welcome/Roll Call
 - b. Additions to Agenda
2. Consent Items 8:35 a.m.
 - a. Approval of minutes from August 23, 2018
 - b. August 2018 financial reports
3. Discussion/Action Items 8:45 a.m.
 - a. Follow-up from Strategic Planning Session (Margaret Moggia)
 - b. 2019 Operating Budget (Joan Michaels Aguilar)
 - c. 2022 Conference Site Recommendation (John Adams)
 - d. Development and Support of an Interactive Magazine (Marcus Pimentel)
 - e. Volunteer of the Year Award (Margaret Moggia)
4. League Policy Committee Reports 9:45
5. Committee Reports 9:55
 - 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)

6. Chapter Roundtable 10:25 a.m.

7. Board Member Ad Hoc Reports 11:05 a.m.

- a. Student Engagement (Jennifer Wakeman)
- b. Chapter Engagement (Steve Heide)
- c. Advocacy (Carrie Corder)
- d. Committee Roles (Karan Reid)
- e. CSMFO Leadership Academy (Scott Catlett)
- f. CSMFO App (Richard Lee)

8. Officer Reports 11:35 a.m.

- a. President (Margaret Moggia)
- b. Past President (Drew Corbett)
- c. President-Elect (Joan Michaels Aguilar)

9. Other Items

10. Future Topics

11. Upcoming Meetings:

- | | |
|-------------|--------------------|
| October 25 | 2pm teleconference |
| December 13 | 2pm teleconference |

12. Adjournment 12:00 p.m.



Thursday, August 23, 2018

2:00 p.m. - 4:00 p.m.

Board of Directors Meeting - Via Teleconference

Margaret Moggia	Karla Campos	Kate Zawadzki	Tim Przybyla
Joan Michaels Aguilar	Craig Boyer	Damien Charlety	Chris Beaton
Drew Corbett	Matt Pressey	Brian Cochran	Ingrid Sheipline
Richard Lee	Adam Probolsky	Melinda Brodsky	Melissa Dixon
Jennifer Wakeman	Sara Roush	Grace Castaneda	Justin Lewis
Carrie Corder	Tori Hannah	Lorena Quijano	Amanda Smith
Scott Catlett	Jesse Takahashi	Nitish Sharma	Sarah Erck
Steve Heide	Albert Preciado	Viki Copeland	
Karan Reid	Janet Salvetti		

Introduction

The California Society of Municipal Finance Officers (CSMFO) Board of Directors met via teleconference on Thursday, August 23, 2018. President Margaret Moggia convened the meeting and confirmed a quorum was in attendance at 2:01 p.m.

Consent Calendar

The Board addressed the consent calendar, which included July financials and minutes from the June 28, 2018 Board of Directors meeting.

President-Elect Joan Michaels Aguilar moved to approve the consent calendar. Director Carrie Corder seconded. The motion passed unanimously.

2017 Audited Financial Statements

Auditor Ingrid Sheipline reviewed the reports from the audit of CSMFO's 2017 financial statements, which comprise the statements of financial position as of December 31, 2017 and 2016, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements. The Board received and filed the audit.

2018 Consultant Satisfaction Survey Results

Adam Probolsky reviewed the results of the consultant satisfaction survey results. The results should be considered informative and possibly directional but should not necessarily compel change within the organization.

2018 Consultant Annual Reports

Administration Committee Chair Kate Zawadzki reviewed the consultant annual reports for 2018. Highlights included website updates, increased conference registrations, and webinar statistics.

2019 Annual Conference Budget

President-Elect Joan Michaels Aguilar discussed some highlights of the upcoming conference as well as reviewing the 2019 conference budget. Janet Salvetti has budgeted conservatively and notes that CSMFO has historically exceeded the income budget so though there are plans in place to market early and keep tabs on registrations, she is confident that we will meet or exceed these numbers. Director Richard Lee moved to approve the 2019 Conference Budget with an additional \$10,000 expense for additional exhibit hall space. Director Steve Heide seconded. The motion passed unanimously.

Weekend Training

Career Development Committee member Lorena Quijano presented the proposed 2018 Weekend Training Budget. The committee recommends that fees remain the same. Past President Drew Corbett moved to approve the budget as presented. Director Karan Reid seconded. The motion passed unanimously.

Don Maruska Contract Report

Career Development Committee Chair Laura Nomura reviewed the proposed 1-year contract for Don Maruska at \$78,642. This figure represents a 3% increase from 2017 (there was no increase in 2018), based on increased webinar attendance and enhanced content. The contract also includes complimentary conference registration plus travel and lodging. Additional services are included at a per webinar rate. The committee recommends approving this contract while beginning the process of finding a successor, as Maruska plans to retire December 31, 2019. Director Richard Lee moved to direct the Administration Committee to move forward with the one-year contract as proposed and to work with the Career Development Committee to prepare a request for proposal to find a successor for 2020. Director Jennifer Wakeman seconded. The motion passed unanimously.

Conference Scholarship Policy Amendments

Karla Campos reviewed the Scholarship Report including notes that all scholarship recipients will be asked to participate in a survey and that winners will be notified prior to the end of the early bird conference registration deadline. Past President Drew Corbett moved to approve the recommendation. Director Steve Heide seconded. The motion passed unanimously.

Enhancing Member Benefits

Membership Committee Chair Grace Castaneda reviewed the report on enhancing member benefits. The report covers two main areas: existing member benefits and new member benefits. The committee recommends that student membership fees and webinar CPE fees for members be waived and that new members receive one complimentary chapter meeting in their first year of

membership effective in 2019. Director Carrie Corder moved to approve the recommendations as stated in the report. Director Karan Reid seconded. The motion passed unanimously.

Officer Reports

President Margaret Moggia reported that the following 2019 Board of Directors election slate has been developed:

- President-Elect:
 - Steve Heide
- South:
 - Ernie Reyna
 - Stephen Parker
- North:
 - Craig Boyer
 - Brad Wilkie
 - Will Fuentes

Executive Director Melissa Dixon noted that the final slate is due by September 15, 2018. Candidates have until then to provide forms and headshots. Voting will open by October 1, 2018. Results will be provided to the board and candidates on November 1, 2018.

President-Elect Joan Michaels Aguilar reported on how well the sponsor and exhibitor registration is going for the 2019 conference. She also reminded the group that Neil Kupchin will be facilitating the upcoming planning session and that everyone should register if they plan to attend.

Committee Reports

Technology

Chair Damien Charlety presented the Technology Committee's report. The committee recommends a transition from the existing listserve to Higher Logic. The main benefits include less administration required, improved searchability and all of the functionality that the committee is looking for, at a reasonable price. Chris Beaton from Higher Logic did a brief demo of the platform. Past President Drew Corbett moved to approve the recommendation as stated in the report. Director Richard Lee seconded. The motion passed unanimously.

SMA CIO Justin Lewis gave a brief update on the transition to the new database YourMembership and reviewed the reasons behind that transition rather than to the custom database, Fathom. Fathom may be a viable option in the future but is not ready at this time. Overall the transition to YourMembership has been positive but any feedback should be forwarded to the Technology Committee as well as SMA to be addressed.

Meeting adjourned at 4:12pm.

Respectfully submitted,

Sarah Erck

California Society of Municipal Finance Officers

Statement of Net Assets

As of August 31, 2018

	Aug 31, 18	Aug 31, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1005 · Bank of America				
1050 · Chapter Fund Balances				
1050.03 · North Coast	1,080.00	270.00	810.00	300.0%
1050.04 · Sacramento Valley	3,413.89	1,585.76	1,828.13	115.28%
1050.05 · East Bay (SF)	2,678.10	919.41	1,758.69	191.29%
1050.06 · Central Valley	1,174.14	191.14	983.00	514.28%
1050.07 · Peninsula	81.07	1,887.87	(1,806.80)	(95.71%)
1050.08 · Monterey Bay	3,642.16	4,073.87	(431.71)	(10.6%)
1050.09 · South San Joaquin	(1,498.07)	(23.76)	(1,474.31)	(6,205.01%)
1050.10 · Central Coast	1,551.72	10.00	1,541.72	15,417.2%
1050.11 · Channel Counties	4,825.00	5,196.64	(371.64)	(7.15%)
1050.12 · San Gabriel Valley	314.73	(434.08)	748.81	172.51%
1050.13 · Central Los Angeles	1,450.08	1,146.01	304.07	26.53%
1050.14 · South Bay (LA)	1,556.14	4,076.29	(2,520.15)	(61.83%)
1050.15 · Desert Mountain	345.00	110.00	235.00	213.64%
1050.16 · Orange County	9,628.94	7,064.98	2,563.96	36.29%
1050.17 · Inland Empire	13,393.03	9,323.23	4,069.80	43.65%
1050.18 · Coachella Valley	(1,562.45)	1,045.77	(2,608.22)	(249.41%)
1050.19 · San Diego County	1,657.96	2,403.88	(745.92)	(31.03%)
Total 1050 · Chapter Fund Balances	43,731.44	38,847.01	4,884.43	12.57%
1005 · Bank of America - Other	134,579.54	59,627.43	74,952.11	125.7%
Total 1005 · Bank of America	178,310.98	98,474.44	79,836.54	81.07%
1040 · Investments LAIF	831,553.48	818,567.99	12,985.49	1.59%
Total Checking/Savings	1,009,864.46	917,042.43	92,822.03	10.12%

California Society of Municipal Finance Officers

Statement of Net Assets

As of August 31, 2018

	<u>Aug 31, 18</u>	<u>Aug 31, 17</u>	<u>\$ Change</u>	<u>% Change</u>
Accounts Receivable				
1100 · Accounts receivable	3,485.00	600.00	2,885.00	480.83%
Total Accounts Receivable	<u>3,485.00</u>	<u>600.00</u>	<u>2,885.00</u>	<u>480.83%</u>
Other Current Assets				
1120 · A/R - CSMFO Database	4,080.00	11,240.00	(7,160.00)	(63.7%)
1250 · Prepaid Expense - General				
1252 · Prepaid Admin Fees	97,895.00	0.00	97,895.00	100.0%
1250 · Prepaid Expense - General - Other	2,091.95	0.00	2,091.95	100.0%
Total 1250 · Prepaid Expense - General	<u>99,986.95</u>	<u>0.00</u>	<u>99,986.95</u>	<u>100.0%</u>
1260 · Prepaid Expense Conference				
1261 · Guest Speakers	22,875.00	22,500.00	375.00	1.67%
1262 · Facilities Deposits	9,191.24	19,656.00	(10,464.76)	(53.24%)
1263 · President's Dinner	6,026.92	0.00	6,026.92	100.0%
1264 · Conference Services	11,557.34	994.86	10,562.48	1,061.71%
1260 · Prepaid Expense Conference - Other	5,354.08	4,500.00	854.08	18.98%
Total 1260 · Prepaid Expense Conference	<u>55,004.58</u>	<u>47,650.86</u>	<u>7,353.72</u>	<u>15.43%</u>
Total Other Current Assets	<u>159,071.53</u>	<u>58,890.86</u>	<u>100,180.67</u>	<u>170.11%</u>
Total Current Assets	<u>1,172,420.99</u>	<u>976,533.29</u>	<u>195,887.70</u>	<u>20.06%</u>
Other Assets				
1500 · CSMFO/SMA Database AR	48,981.00	108,000.00	(59,019.00)	(54.65%)
Total Other Assets	<u>48,981.00</u>	<u>108,000.00</u>	<u>(59,019.00)</u>	<u>(54.65%)</u>
TOTAL ASSETS	<u><u>1,221,401.99</u></u>	<u><u>1,084,533.29</u></u>	<u><u>136,868.70</u></u>	<u><u>12.62%</u></u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts payable	0.00	4,156.00	(4,156.00)	(100.0%)
Total Accounts Payable	<u>0.00</u>	<u>4,156.00</u>	<u>(4,156.00)</u>	<u>(100.0%)</u>
Other Current Liabilities				
2001 · Taxes Due	(984.00)	0.00	(984.00)	(100.0%)
2003 · A/P Other- SMA Conference	14,782.92	14,283.00	499.92	3.5%
2010 · Deferred Revenue - Conference				
2011 · Conference Exhibitor/Sponsor	118,000.00	0.00	118,000.00	100.0%
Total 2010 · Deferred Revenue - Conference	<u>118,000.00</u>	<u>0.00</u>	<u>118,000.00</u>	<u>100.0%</u>
Total Other Current Liabilities	<u>131,798.92</u>	<u>14,283.00</u>	<u>117,515.92</u>	<u>822.77%</u>
Total Current Liabilities	<u>131,798.92</u>	<u>18,439.00</u>	<u>113,359.92</u>	<u>614.78%</u>
Total Liabilities	<u>131,798.92</u>	<u>18,439.00</u>	<u>113,359.92</u>	<u>614.78%</u>
Equity				
3020 · Retained earnings	865,754.42	779,157.79	86,596.63	11.11%
3100 · Net Assets-Chapters	37,223.01	38,847.01	(1,624.00)	(4.18%)
Net Income	<u>186,625.64</u>	<u>248,089.49</u>	<u>(61,463.85)</u>	<u>(24.78%)</u>
Total Equity	<u>1,089,603.07</u>	<u>1,066,094.29</u>	<u>23,508.78</u>	<u>2.21%</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,221,401.99</u></u>	<u><u>1,084,533.29</u></u>	<u><u>136,868.70</u></u>	<u><u>12.62%</u></u>

California Society of Municipal Finance Officers

Statement of Activities

	Aug 2018	Jan-Aug 18	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan-Aug 18	Jan-Aug 17	\$ Change	% Change
OPERATING REVENUES										
4100 · Membership Dues	2,825	245,890	222,845	23,045	110.34%	225,140	245,890	230,560	15,330	6.65%
4200 · Interest Income	483	14,539	7,500	7,039	193.85%	10,000	14,539	5,239	9,300	177.52%
4302 · Website Magazine Ads	400	7,858	7,000	858	112.25%	161,000	7,858	8,338	(480)	-5.76%
4306 · Website Ads	11,225	90,665	101,645	(10,980)	89.2%	0	90,665	99,725	(9,060)	0.00%
4490 · Budget/CAFR Fees	3,300	4,350	4,200	150	103.57%	19,850	4,350	2,950	1,400	47.46%
TOTAL OPERATING REVENUES	18,233	363,302	343,190	20,112	105.86%	415,990	363,302	346,812	16,490	4.75%
OPERATING EXPENSES										
6105 · Marketing/Membership	0	889		889	100.0%	5,000	889	0	889	0.00%
6106 · Storage Expense	0	461	670	(209)	68.83%	1,000	461	546	(85)	0.00%
6110 · President's Expense	0	1,745	6,800	(5,055)	25.67%	8,500	1,745	2,237	(491)	0.00%
6115 · Board of Directors	0	4,080	6,100	(2,020)	66.88%	7,100	4,080	2,477	1,603	0.00%
6120 · Committee/Chapter Support	0	1,407	8,900	(7,493)	15.8%	15,000	1,407	903	504	0.00%
6125 · Board Planning Session-Retreat	892	8,363	18,500	(10,137)	45.21%	38,500	8,363	0	8,363	0.00%
6140 · Management Services	12,976	153,159	152,148	1,011	100.66%	253,979	153,159	147,316	5,843	3.97%
6150 · Office Supplies	0	174	200	(26)	86.89%	300	174	147	27	0.00%
6155 · Merchant Fees/Bank Chgs.	3,390	25,212	20,000	5,212	126.06%	30,000	25,212	18,517	6,695	36.16%
6160 · Awards	0	4,572	4,728	4,728	96.72%	5,000	4,572	4,662	(89)	0.00%
6165 · Printing	0	11,994	12,333	(340)	97.25%	13,000	11,994	10,358	1,635	0.00%
6170 · Magazine	0	8,527	10,000	(1,473)	85.27%	15,000	8,527	7,958	569	0.00%
6175 · Postage	194	1,381	2,664	(1,283)	51.83%	4,000	1,381	3,138	(1,757)	0.00%
6185 · Telephone/Bridge Calls	0	960	1,400	(440)	68.58%	2,100	960	1,954	(994)	0.00%
6190 · Web and Technology	779	10,487	4,640	5,847	226.01%	7,000	10,487	9,391	1,096	11.67%
6200 · Travel/Staff Expenses	0	3,434	2,000	1,434	171.71%	3,000	3,434	0	3,434	0.00%
6220 · Audit & Tax Filing	7,550	7,550	7,000	550	107.86%	9,000	7,550	7,650	(100)	0.00%
6230 · Insurance	0	1,219	1,500	(281)	81.27%	2,000	1,219	1,160	59	0.00%
6240 · Taxes	0	16,691	12,500	4,191	133.53%	25,000	16,691	14,593	2,098	0.00%
6250 · Miscellaneous	0	0	0	0	0.0%	0	0	0	0	0.00%
6255 · GFOA Reception	0	20,390	15,000	5,390	135.93%	15,000	20,390	15,439	4,951	0.00%
6260 · Donations	100	100	0	100	100.0%	0	100	0	100	0.00%
6999 · Previous Year Adjustments	0	0	0	0	0.0%	0	0	0	0	0.00%
TOTAL OPERATING EXPENSES	25,882	282,793	287,083	(4,290)	98.51%	459,479	282,793	248,445	34,349	13.83%
NET OPERATING REVENUE	(7,649)	80,508	56,107	24,401	143.49%	(43,489)	80,508	98,367	(17,859)	-18.16%

California Society of Municipal Finance Officers

Statement of Activities

	Aug 2018	Jan-Aug 18	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan-Aug 18	Jan-Aug 17	\$ Change	% Change
PROGRAM REVENUES										
4503 · Contributions and Donations		0	2,000	(2,000)	0.0%	2,000	0	1,238	(1,238)	0.00%
4505 · Webinar	825	2,875	1,700	1,175	169.12%	3,000	2,875	2,450	425	17.35%
4520 · Weekend Training	1,745	6,345	13,333	(6,988)	47.59%	20,000	6,345	6,095	250	0.00%
4570 · Intro to Government	(75)	13,875	12,675	1,200	109.47%	13,125	13,875	11,325	2,550	0.00%
4580 · Presentation/Fiscal Policy	1,350	3,225	2,500	725	129.0%	3,300	3,225	1,950	1,275	0.00%
4585 · Communication Skills	0	75	0	75	100.0%	0	75	0	75	0.00%
4590 · Intermediate Government Acct	1,200	20,850	31,850	(11,000)	65.46%	39,900	20,850	34,950	(14,100)	-40.34%
4594 · CMTA/CSMFO Course	0	1,200	3,000	(1,800)	40.0%	3,000	1,200	2,400	(1,200)	-50.00%
4595 · Revenue Fundamentals I	0	445	6,000	(5,555)	7.42%	6,000	445	5,600	(5,155)	0.00%
4596 · Revenue Fundamentals II	0	450	6,000	(5,550)	7.5%	6,000	450	0	450	0.00%
4597 · Developing Supervisory Skills	200	400	3,000	(2,600)	13.33%	10,000	400	4,600	(4,200)	0.00%
4598 · Leadership Skills	0	0	10,000	(10,000)	0.0%	10,000	0	0	0	0.00%
TOTAL PROGRAM REVENUES	5,245	49,740	92,058	(42,318)	688.89%	116,325	49,740	70,608	(20,868)	-29.55%
Expense										
PROGRAM EXPENSES										
6494 · Webinar Expenses	0	0	0	0	0.0%	0	0	0	0	0.00%
6420 · Weekend Trainings	0	0	0	0	0.0%	25,000	0	0	0	0.00%
6430 · Intro to Government	0	2,961	9,920	(6,959)	29.85%	14,875	2,961	13,819	(10,858)	0.00%
6450 · Presentation/Fiscal Policy	2,204	4,318	2,204	2,114	195.92%	4,630	4,318	2,201	2,117	0.00%
6480 · Intermediate Governmental Acct.	4,095	22,070	24,584	(2,514)	89.77%	33,970	22,070	26,004	(3,934)	0.00%
6594 · CMTA/CSMFO Course Exp	0	443	0	443	100.0%	1,900	443	541	(98)	0.00%
6595 · Revenue Fundamental I	0	0	4,000	(4,000)	0.0%	6,000	0	468	(468)	0.00%
6596 · Revenue Fundamental II	0	0	4,000	(4,000)	0.0%	6,000	0	0	0	0.00%
6597 · Developing Supervisory Skills	0	5,922	8,240	(2,318)	71.87%	12,350	5,922	0	5,922	0.00%
6598 · Leadership Skills	0	0	8,240	(8,240)	0.0%	12,350	0	0	0	0.00%
TOTAL PROGRAM EXPENSES	6,299	35,713	61,188	(25,475)	4.87	167,075	35,713	43,033	(7,320)	0.00
NET PROGRAM REVENUE	(1,054)	14,027	30,870	(16,843)	45.44%	(50,750)	14,027	27,575	(13,547)	-49.13%

California Society of Municipal Finance Officers

Statement of Activities

	Aug 2018	Jan-Aug 18	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Jan-Aug 18	Jan-Aug 17	\$ Change	% Change
OTHER Revenue										
4999 · Unknown/Unallocated	0	0	0	0	0.0%	0	0	0	0	0.00%
TOTAL OTHER Revenue	0	0	0	0	0.0%	(50,750)	0	0	0	0.00%
OTHER EXPENSES										
6970 · One-Time Budgeted Expenses	0	0	30,000	(30,000)	0.0%	30,000	0	0	0	0.00%
6990 · Database Development	0	0	0	0	0.0%	0	0	0	0	0.00%
99950 · Ask Accountant	0	0					0			
9950 · Prior Period Adjustment	0	3,705	0	3,705	100.0%	0	3,705	1,296	2,409	0.00%
TOTAL OTHER EXPENSES	0	3,705	30,000	(26,295)	12.35%	30,000	3,705	1,296	0	0.00%
CHAPTER REVENUE	7,543	67,624	100,000	(32,376)	67.62%	100,000	67,624	66,470	1,154	1.74%
CHAPTER EXPENSES	3,363	63,009	100,000	(36,991)	63.01%	100,000	63,009	63,652	(644)	-1.01%
NET CHAPTER REVENUE	4,181	4,615	0	4,615	0.0%	0	4,615	2,818	1,798	63.79%
TOTAL CONFERENCE REVENUE	(1,565)	909,080	786,160	122,920	115.64%	786,160	909,080	828,100	80,980	9.78%
TOTAL CONFERENCE EXPENSES	0	817,900	830,081	(12,181)	98.53%	830,081	817,900	707,474	110,426	0.00%
NET CONFERENCE REVENUE	(1,565)	91,180	(43,921)	135,101	140.96%	(43,921)	91,180	120,627	(29,447)	-24.41%
TOTAL NET REVENUE	(6,087)	186,626	13,056	173,569	1,429.39%	(118,160)	186,626	248,090	(61,464)	-24.77%

California Society of Municipal Finance Officers

Sacramento Valley P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.04 · Sacramento Valley	1,650.00
Total 4501 · Chapter Income	1,650.00
Total 4500 · PROGRAM REVENUES	1,650.00
Total Income	1,650.00
Gross Profit	1,650.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.04 · Sacramento Valley	997.02
Total 6401 · Chapter Expenses	997.02
Total 6400 · PROGRAM EXPENSES	997.02
Total Expense	997.02
Net Ordinary Income	652.98
Net Income	<u><u>652.98</u></u>

California Society of Municipal Finance Officers

East Bay P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.05 · East Bay (SF)	3,821.00
Total 4501 · Chapter Income	<u>3,821.00</u>
Total 4500 · PROGRAM REVENUES	<u>3,821.00</u>
Total Income	<u>3,821.00</u>
Gross Profit	3,821.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.05 · East Bay (SF)	3,253.07
Total 6401 · Chapter Expenses	<u>3,253.07</u>
Total 6400 · PROGRAM EXPENSES	<u>3,253.07</u>
Total Expense	<u>3,253.07</u>
Net Ordinary Income	567.93
Net Income	<u><u>567.93</u></u>

California Society of Municipal Finance Officers

Central Valley P&L January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.06 · Central Valley	718.00
Total 4501 · Chapter Income	718.00
Total 4500 · PROGRAM REVENUES	718.00
Total Income	718.00
Gross Profit	718.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.06 · Central Valley	296.67
Total 6401 · Chapter Expenses	296.67
Total 6400 · PROGRAM EXPENSES	296.67
Total Expense	296.67
Net Ordinary Income	421.33
Net Income	<u>421.33</u>

California Society of Municipal Finance Officers

Peninsula Valley P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.07 · Peninsula	3,720.00
Total 4501 · Chapter Income	<u>3,720.00</u>
Total 4500 · PROGRAM REVENUES	<u>3,720.00</u>
Total Income	<u>3,720.00</u>
Gross Profit	3,720.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.07 · Peninsula	2,944.77
Total 6401 · Chapter Expenses	<u>2,944.77</u>
Total 6400 · PROGRAM EXPENSES	<u>2,944.77</u>
Total Expense	<u>2,944.77</u>
Net Ordinary Income	775.23
Net Income	<u><u>775.23</u></u>

California Society of Municipal Finance Officers

Monterey Bay P&L January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.08 · Monterey Bay	3,715.00
Total 4501 · Chapter Income	<u>3,715.00</u>
Total 4500 · PROGRAM REVENUES	<u>3,715.00</u>
Total Income	<u>3,715.00</u>
Gross Profit	3,715.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.08 · Monterey Bay	4,202.59
Total 6401 · Chapter Expenses	<u>4,202.59</u>
Total 6400 · PROGRAM EXPENSES	<u>4,202.59</u>
Total Expense	<u>4,202.59</u>
Net Ordinary Income	<u>(487.59)</u>
Net Income	<u><u>(487.59)</u></u>

California Society of Municipal Finance Officers

South San Joaquin P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.09 · South San Joaquin	1,735.00
Total 4501 · Chapter Income	1,735.00
Total 4500 · PROGRAM REVENUES	1,735.00
Total Income	1,735.00
Gross Profit	1,735.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.09 · South San Joaquin	4,297.32
Total 6401 · Chapter Expenses	4,297.32
Total 6400 · PROGRAM EXPENSES	4,297.32
Total Expense	4,297.32
Net Ordinary Income	(2,562.32)
Net Income	<u>(2,562.32)</u>

California Society of Municipal Finance Officers

Central Coast P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.10 · Central Coast	835.00
Total 4501 · Chapter Income	835.00
Total 4500 · PROGRAM REVENUES	835.00
Total Income	835.00
Gross Profit	835.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.10 · Central Coast	764.49
Total 6401 · Chapter Expenses	764.49
Total 6400 · PROGRAM EXPENSES	764.49
Total Expense	764.49
Net Ordinary Income	70.51
Net Income	<u>70.51</u>

California Society of Municipal Finance Officers

Channel Counties P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.11 · Channel Counties	4,790.00
Total 4501 · Chapter Income	<u>4,790.00</u>
Total 4500 · PROGRAM REVENUES	<u>4,790.00</u>
Total Income	<u>4,790.00</u>
Gross Profit	4,790.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.11 · Channel Counties	3,456.15
6401.61 · Prior Period Channel Counties	500.00
Total 6401 · Chapter Expenses	<u>3,956.15</u>
Total 6400 · PROGRAM EXPENSES	<u>3,956.15</u>
Total Expense	<u>3,956.15</u>
Net Ordinary Income	<u>833.85</u>
Net Income	<u><u>833.85</u></u>

California Society of Municipal Finance Officers

San Gabriel Valley P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.12 · San Gabriel Valley	5,050.00
Total 4501 · Chapter Income	5,050.00
Total 4500 · PROGRAM REVENUES	5,050.00
Total Income	5,050.00
Gross Profit	5,050.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.12 · San Gabriel Valley	4,119.40
Total 6401 · Chapter Expenses	4,119.40
Total 6400 · PROGRAM EXPENSES	4,119.40
Total Expense	4,119.40
Net Ordinary Income	930.60
Net Income	930.60

California Society of Municipal Finance Officers

Central LA P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.13 · Central Los Angeles	480.00
Total 4501 · Chapter Income	480.00
Total 4500 · PROGRAM REVENUES	480.00
Total Income	480.00
Gross Profit	480.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.13 · Central Los Angeles	350.00
Total 6401 · Chapter Expenses	350.00
Total 6400 · PROGRAM EXPENSES	350.00
Total Expense	350.00
Net Ordinary Income	130.00
Net Income	130.00

California Society of Municipal Finance Officers

South Bay (LA) P&L January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.14 · South Bay (LA)	4,555.00
Total 4501 · Chapter Income	<u>4,555.00</u>
Total 4500 · PROGRAM REVENUES	<u>4,555.00</u>
Total Income	<u>4,555.00</u>
Gross Profit	4,555.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.14 · South Bay (LA)	4,234.42
Total 6401 · Chapter Expenses	<u>4,234.42</u>
Total 6400 · PROGRAM EXPENSES	<u>4,234.42</u>
Total Expense	<u>4,234.42</u>
Net Ordinary Income	320.58
Net Income	<u><u>320.58</u></u>

California Society of Municipal Finance Officers

Desert Mountain Profit & Loss

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.15 · Desert Mountain	260.00
Total 4501 · Chapter Income	260.00
Total 4500 · PROGRAM REVENUES	260.00
Total Income	260.00
Gross Profit	260.00
Net Ordinary Income	260.00
Net Income	260.00

California Society of Municipal Finance Officers

North Coast P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.03 · North Coast	810.00
Total 4501 · Chapter Income	<u>810.00</u>
Total 4500 · PROGRAM REVENUES	<u>810.00</u>
Total Income	<u>810.00</u>
Gross Profit	<u>810.00</u>
Net Ordinary Income	<u>810.00</u>
Net Income	<u><u>810.00</u></u>

California Society of Municipal Finance Officers

Orange County Profit & Loss

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.16 · Orange County	10,670.00
Total 4501 · Chapter Income	10,670.00
Total 4500 · PROGRAM REVENUES	10,670.00
Total Income	10,670.00
Gross Profit	10,670.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.16 · Orange County	8,767.87
Total 6401 · Chapter Expenses	8,767.87
Total 6400 · PROGRAM EXPENSES	8,767.87
Total Expense	8,767.87
Net Ordinary Income	1,902.13
Net Income	<u>1,902.13</u>

California Society of Municipal Finance Officers

Inland Empires P&L January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.17 · Inland Empire	19,080.00
Total 4501 · Chapter Income	19,080.00
Total 4500 · PROGRAM REVENUES	19,080.00
Total Income	19,080.00
Gross Profit	19,080.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.17 · Inland Empire	16,617.64
Total 6401 · Chapter Expenses	16,617.64
Total 6400 · PROGRAM EXPENSES	16,617.64
Total Expense	16,617.64
Net Ordinary Income	2,462.36
Net Income	<u>2,462.36</u>

California Society of Municipal Finance Officers

Coachella Valley Profit & Loss

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.18 · Coachella Valley	2,995.00
Total 4501 · Chapter Income	<u>2,995.00</u>
Total 4500 · PROGRAM REVENUES	<u>2,995.00</u>
Total Income	<u>2,995.00</u>
Gross Profit	2,995.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.18 · Coachella Valley	5,437.24
Total 6401 · Chapter Expenses	<u>5,437.24</u>
Total 6400 · PROGRAM EXPENSES	<u>5,437.24</u>
Total Expense	<u>5,437.24</u>
Net Ordinary Income	<u>(2,442.24)</u>
Net Income	<u><u>(2,442.24)</u></u>

California Society of Municipal Finance Officers

San Diego P&L

January through August 2018

	<u>Jan - Aug 18</u>
Ordinary Income/Expense	
Income	
4500 · PROGRAM REVENUES	
4501 · Chapter Income	
4501.19 · San Diego County	2,740.00
Total 4501 · Chapter Income	2,740.00
Total 4500 · PROGRAM REVENUES	2,740.00
Total Income	2,740.00
Gross Profit	2,740.00
Expense	
6400 · PROGRAM EXPENSES	
6401 · Chapter Expenses	
6401.19 · San Diego County	2,770.09
Total 6401 · Chapter Expenses	2,770.09
Total 6400 · PROGRAM EXPENSES	2,770.09
Total Expense	2,770.09
Net Ordinary Income	(30.09)
Net Income	<u><u>(30.09)</u></u>

California Society of Municipal Finance Officers

North West P&L

January through Aug 2018

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



CALIFORNIA SOCIETY of MUNICIPAL FINANCE OFFICERS

Dedicated to Excellence in Municipal Financial Management

	2018 Estimated					
<u>Operating Revenues</u>	2019 Budget	YE	2018 Budget	2017 Actual	2016 Actual	2015 Actual
Membership dues	250,600.00	248,590.00	225,140.00	231,720.00	221,035.00	209,300.00
Interest income	15,000.00	17,000.00	10,000.00	7,549.17	4,120.98	1,600.94
Advertising income	144,000.00	147,000.00	161,000.00	159,065.37	145,244.50	109,760.00
Miscellaneous	-	-	-	-	51.00	-
Budget/CAFR fees	19,850.00	19,850.00	19,850.00	18,600.00	17,150.00	16,950.00
Subtotal Operating Revenues	429,450.00	432,440.00	415,990.00	416,934.54	387,601.48	337,610.94
<u>Program and Other Revenues</u>						
Chapter Income	100,000.00	100,000.00	100,000.00	106,685.90	95,847.00	73,163.77
Contributions and Donations	-	250.00	2,000.00	1,905.49	3,883.32	227.15
Webinar	-	3,000.00	3,000.00	3,750.00	3,425.00	2,500.00
Weekend Training (formally "Training")	20,100.00	20,100.00	20,100.00	20,160.00	24,782.00	19,775.00
Introduction To Government	13,125.00	13,125.00	13,125.00	11,550.00	16,725.00	14,250.00
Intermediate Government	39,900.00	39,900.00	39,900.00	44,550.00	50,100.00	66,000.00
Revenue Fundamentals I	6,000.00	6,000.00	6,000.00	5,600.00	9,750.00	-
Revenue Fundamentals II	6,000.00	6,000.00	6,000.00	-	-	-
Supervisory Skills	10,000.00	10,000.00	10,000.00	10,200.00	-	-
Leadership Skills	10,000.00	10,000.00	10,000.00	-	-	-
CMTA/CSMFO Joint Education	3,000.00	3,000.00	3,000.00	2,400.00	4,575.00	5,512.50
Presentation Skills/Fiscal Policy	3,900.00	3,900.00	3,300.00	2,100.00	10,650.00	11,300.00
Subtotal Program and Other Revenues	212,025.00	215,275.00	216,425.00	208,901.39	219,737.32	192,728.42
Total Revenue from Operations	641,475.00	647,715.00	632,415.00	625,835.93	607,338.80	530,339.36
<u>Operating Expenses</u>						
President's expense	10,400.00	7,387.25	11,000.00	3,748.88	4,113.87	3,355.23
Board of Directors	7,100.00	5,100.00	7,100.00	3,691.92	2,174.45	4,991.36
Committee/Chapter support	42,500.00	37,000.00	40,000.00	2,661.40	-	2,619.80
Board planning session (Retreat)	45,500.00	38,500.00	38,500.00	26,205.05	29,693.99	31,379.46
Management & Professional Services	241,549.84	239,179.00	253,979.00	256,121.36	235,123.37	202,814.56
Office supplies/Storage	1,150.00	1,150.00	1,300.00	1,040.38	716.88	452.83
Merchant fees	35,000.00	35,000.00	30,000.00	14,642.25	15,238.14	14,004.08
Awards	5,000.00	5,000.00	5,000.00	4,936.40	5,793.15	351.71
Printing	10,000.00	13,000.00	13,000.00	10,468.91	13,230.97	12,594.26
Marketing/Membership	6,650.00	6,650.00	6,650.00	8,395.17	-	-
Magazine	15,000.00	13,000.00	15,000.00	14,438.03	22,885.02	-
Postage	4,000.00	4,000.00	4,000.00	3,590.31	2,133.40	1,730.79
Telephone/Bridge calls	2,100.00	2,100.00	2,100.00	3,983.68	5,276.29	4,726.17
Web and technology expenses	25,000.00	15,000.00	7,000.00	14,521.83	18,117.80	13,145.47
Travel	5,000.00	4,500.00	3,000.00	24.00	-	1,066.72
Audit	9,000.00	9,000.00	9,000.00	8,910.00	9,400.00	9,250.00
Insurance	2,000.00	2,000.00	2,000.00	1,710.00	2,240.00	1,660.00
Taxes	30,000.00	30,000.00	25,000.00	32,703.00	21,156.38	25,189.51
Miscellaneous	-	-	-	-	(500.00)	335.00
GFOA Reception	25,000.00	20,000.00	15,000.00	15,438.65	5,452.59	9,323.73
Donations/Other	-	-	-	-	-	-
Subtotal Operating Expenses	521,949.84	487,566.25	488,629.00	427,231.22	392,246.30	338,990.68
<u>Program Expenses</u>						
Chapter Expenses	100,000.00	100,000.00	100,000.00	108,733.56	85,237.81	66,541.41
Weekend Training (formally "Training")	25,000.00	25,000.00	25,000.00	15,564.21	25,281.37	22,393.37
Introduction to Government	14,875.00	14,875.00	14,875.00	13,819.05	13,388.02	12,905.83
Intermediate Government	33,970.00	33,970.00	33,970.00	38,396.48	41,606.37	43,477.08
Webinar Expenses	-	-	-	-	100.00	500.00
Revenue Fundamentals I	6,000.00	6,000.00	6,000.00	1,265.35	3,521.02	-
Revenue Fundamentals II	6,000.00	6,000.00	6,000.00	-	-	-
Supervisory Skills	12,350.00	12,350.00	12,350.00	11,662.86	-	-
Leadership Skills	12,350.00	12,350.00	12,350.00	-	-	-
Presentation Skills/Fiscal Policy	4,630.00	4,630.00	4,630.00	4,878.79	15,150.67	16,964.88
CMTA Collaboration	1,900.00	1,900.00	1,900.00	2,805.30	1,300.34	5,219.84
Subtotal Program Expenses	217,075.00	217,075.00	217,075.00	197,125.60	185,585.60	168,002.41
Total Expenses from Operations	739,024.84	704,641.25	705,704.00	624,356.82	577,831.90	506,993.09
Total Operating Rev over Exp	(97,549.84)	(56,926.25)	(73,289.00)	1,479.11	29,506.90	23,346.27
One-Time Expenses/Prior Year	-	(30,000.00)	(30,000.00)	(7,731.38)	(6,600.00)	-
<u>Annual Conference</u>						
Conference revenues	1,020,104.00	909,080.00	786,160.00	828,100.49	865,034.74	666,100.00
Conference expenses	1,045,247.00	817,900.00	829,361.00	729,720.59	855,252.10	578,076.32
Subtotal Conference Rev over Exp	(25,143.00)	91,180.00	(43,201.00)	98,379.90	9,782.64	88,023.68
Total Revenue over Expenses	(122,692.84)	4,253.75	(146,490.00)	92,127.63	32,689.54	111,369.95



CSMFO BOARD REPORT

DATE: October 2, 2018

FROM: Drew Corbett, Past President

SUBJECT: Location Recommendation – 2022 CSMFO Annual Conference

DISCUSSION

On July 29th and 30th, a group of CSMFO representatives that included Drew Corbett, John Adams, Viki Copeland, Melissa Dixon, Teri Anticevich, and Marisa Anticevich convened in Southern California to tour locations and facilities for the 2022 Annual Conference. On Sunday, July 29th, the group toured the Westin Bonaventure in downtown Los Angeles and the Hyatt Regency and Convention Center in Long Beach. On Monday, July 30th, the group, minus Viki Copeland, toured the Town and Country Hotel and Conference Center in San Diego. The group arrived in San Diego on Sunday night and stayed overnight at the Town and Country.

Overall, the site visits were very productive, as all three sites were viable locations to host the annual conference. Below are some of the major pros and cons of each of the venues for the Board's consideration.

Westin Bonaventure Los Angeles

Pros: Excellent downtown location and competitive nightly room rates (\$229).

Cons: Programming space was spread out over four floors, the exhibit hall would be in the lowest level of the hotel (below ground level), and we'd require three overflow hotels.

Hyatt Regency Convention Center Long Beach

Pros: Excellent location with plenty of space for conference programming, general sessions, and exhibit hall.

Cons: CSMFO would be sharing the convention center with another conference, the room rates at the Hyatt were the most expensive (\$259), and we'd require three overflow hotels.

Town and Country Hotel and Conference Center

Pros: Excellent location that would be entirely dedicated to the CSMFO Annual Conference; programming space was the best and most flexible (by far) of the three; room rates were competitive (\$229); and the overall cost for non-room expenses (i.e. food and beverage) was the best of all three locations.

Cons: The property is undergoing a significant renovation that is due to be complete in the spring of 2020. The possibility of construction delays creates some degree of risk at this site.

ANALYSIS

If the construction at the Town and Country is completed as scheduled, this venue is the best option for the 2022 CSMFO Annual Conference. The space available for conference programming and the exhibitors is outstanding, CSMFO would have the entire hotel and conference center to itself, the room rates are competitive, and the other conference costs such as food & beverage and audio-visual are also the most cost effective. The clear downside to this venue is the risk of construction delays that would prevent the venue from being available. Construction is currently scheduled to be completed in the spring of 2020, approximately 22 months ahead of the conference. At our meeting with the hotel and conference center representatives, we were told that the project had been permitted and entitled and that funding was in place.

In discussing the risk concerns with the Town and Country, the site selection team considered the timing of our evaluation of potential sites for the 2022 conference. With nearly 3.5 years until that conference, it is possible to continue to pursue the Town and Country venue for 2022, while leaving the organization flexibility to change direction if construction progress is not meeting expectations.

Alternatively, the site selection team is comfortable selecting Long Beach for 2022. While a viable alternative if necessary, Los Angeles has a number of logistical challenges that would detract from the conference experience for our attendees. As such, the site selection team is not recommending the selection of Los Angeles for the 2022 conference.

ALTERNATIVES

1. Select Town and County Hotel and Conference Center as the site for 2022 Annual Conference and direct SMA/M&AMS to enter into a contract with the venue. The contract will include a clause to allow CSMFO to evaluate construction progress in mid-2019 and cancel the contract at its discretion.
2. Select Hyatt Regency and Convention Center in Long Beach as the site for the 2022 Annual Conference and direct SMA/M&AMS to enter into a contract with the venue.

RECOMMENDATION

The site selection team recommends Alternative 1.

CSMFO BOARD REPORT

October 2, 2018

Date: September 20, 2018

FROM: Marcus Pimentel, Communications Committee Chair

SUBJECT: 2019 Budget Request- Online Magazine

RECOMMENDATION


That the Board supports the Communication Committee's recommendation to cease printing and mailing hard copies of the Magazine and use those staff and cost savings to design an interactive, online magazine with video capabilities as a subpage of CSMFO. This would be a primary project within the Committee's 2019 work plan.

STRATEGIC PLAN

This supports the following components of the 2018 Strategic Action Plan:

GOAL Strategic Growth - New Technology

GOAL Strategic Growth - Branding/Outreach/Promote CSMFO

 Deliverable # - Continue to publish the CSMFO Magazine

GOAL Professional Development - Leverage technology to deliver content

 Develop a strategy for alternative service delivery options

BACKGROUND

The CSMFO Magazine is published every other month in both print and electronic versions. The digital version relies on the ISSUU platform which currently has the feel of a single magazine document with digital "page turners." Hard copies are printed and distributed to authors, communication chair, and members who have requested a hard copy.

The online version is published generally hours after being finalized and members are notified via the list serve that it is available. The hard copies often are printed and mailed three to four weeks after the online version becomes available. The Board has previously discussed and resisted ceasing the printing and distribution of the magazine in the past. A concern then was how quickly members would embrace the digital version (which only started in March 2016).








SMA has indicated that 125 to 150 magazines are still printed and mailed every month. The direct annual cost of printing is approximately \$ 14,000 in addition to SMA staff time.

DISCUSSION









The Committee recognizes the value in maximizing the delivery of the magazine's rich content to all members. It also appreciates the value of holding and displaying a hard copy and the manner in which it can be used as a visual aide for vendors or members within their own organizations or industry.

We also recognize that ISSUU as a platform has other features that are limited due to our choice of restricting the magazine design to function as a hard copy (such as directing readers to “click here” for more details). And while the committee collectively has done a good job expanding content to focus more on the members of CSMFO, the two-month delay between editions and current limitations create artificial barriers to having more engaging content.

As our Magazine turned two this past March, our committee recognized this year was a good time to reimage what was possible. Accordingly, a subcommittee was formed and consulted with SMA. Ultimately, the subcommittee and full committee agreed that our magazine is due for an investment to become a dynamic, on the fly resource that will:

-  Expand the magazine content to reach more members and vendors
-  Engage readers with new video content- such as supporting “Quick Hits” or member testimonials video’s; or where members are featured in other video or commercial content
-  Engage readers with timely “advice column” responses more detailed than list-serve surveys
-  Use live links as another promotion tool for CSMFO webinars and training
-  Redirect readers to additional article resources
 - Many articles are supported by additional research or resources that, in a hard copy design, are not useful to readers to provide that level of detail
 - Examples include our own Webinar archive, our future database resources, ICMA, GFOA, and other training partners
-  Enhance sponsored articles and ads with live, interactive links to create a strong “value-add” proposition to vendors
-  Push out to members energetic, web exclusive content
 - Timely articles that are critical to educate members; that otherwise are currently delayed until the full magazine is published.
 - Such as recent SB1 repeal or Rent Control ballot measures on the November 2018 ballot; or imminent legislative actions identified by League committees

The Committee would expect that the project would provide the following capabilities:

-  Ability to post at any time new/timely topics
-  Allow for web edit/post access by Communication Committee Chair, Vice Chair and Editors (for urgent posting or corrections)
-  Allow for hyperlinks to individual articles (easier sharing among peers)
-  Explore the ability to have short video bursts (like Quick Hits or 3-minute promotion pieces)
-  Allow for access to prior edition articles
-  Allow for Jobs Wanted to have live links to the job applications and agencies
-  Allow for other links within articles
-  Interact with latest social media content (such as Facebook or LinkedIn)

We've identified the New Yorker as an example of the type of webpage structure (traditional articles with member/board highlights on the side). Their use of white space also compliments CSMFO's current website structure.

Alternatives

The committee had a robust discussion about the impacts and risks of recommending to end printing and mailing hard copies of the magazine. It was noted that there is intrinsic value in touching and appreciating the look and feel of the hard copy of our magazine (certainly with the creativity SMA has brought to each edition's cover).

There is also recognition that there is a risk that the online magazine distribution may not yet be broad enough to rely solely on a digital format. Although there is strong belief that expanding to a more robust, online only version will pull in more readers with timely and engaging content.

Following are several possible alternatives that the committee, if so directed, would explore and return to the board for future consideration.

- 1) Printing a lone "Conference" edition hard copy as either a promotional conference edition or a post conference celebration.

Based on feedback from SMA, the conference edition is the magazine that has the highest interest in sponsorships and likely for readers. For sponsors, it gives them the ability to celebrate their role with CSMFO. For members, the printing of the conference pictures is a large attraction.

- 2) Printing a year-in-review edition.

A year-in-review edition could summarize the key articles and CSMFO events of the year, as well as be a new format for committee and chapter chair annual reports.

- 3) The Board could choose to retain hard copy production and allocate up to \$15,000 to support the development of the online, interactive magazine.

The hard copy would likely be delayed further in production to allow for the design of hard copy page layouts that remove the references to online content and excludes features only available online.

Volunteer of the Year Award

Nominations will be accepted between now and October 31, 2018.

To nominate someone, please send an email to melissa.dixon@staff.csmfo.org with an explanation of why that person deserves the award.

A. Volunteer of the Year Award

The “VOLUNTEER OF THE YEAR” award nomination and selection process is conducted by the Executive Committee and presented at the annual conference by the President. The objectives are to recognize outstanding volunteer efforts and participation, while also providing an avenue for volunteers to recognize each other. Nominations shall be due at least three (3) months prior to the Annual Conference. The Executive Committee will review nominations annually and select one Volunteer of the Year recipient. At its discretion after the review process concludes, the Executive Committee may choose to not bestow this award, or to bestow this award to multiple recipients. Nominations must be submitted by a CSMFO member with involvement either on a committee or at the leadership level (chair or vice chair) of any local chapter.



CSMFO BOARD REPORT

DATE: October 2, 2018

FROM: Kathryn Downs, League Environmental Quality Policy Committee Appointee

SUBJECT: September Meeting Informational Report

Background:

The Environmental Quality (EQ) Policy Committee met during the League of California Cities annual conference on September 12, 2018. The purpose of the meeting was to consider League Conference Resolution No. 2 *Repeal Preemption of Regulating Pesticides*, in advance of the League's General Assembly considering the resolution on September 14th.

Specifically related to anticoagulant rodenticides, the resolution would encourage the state to fund research into the negative impacts and a potential restriction or ban; direct the League to consider creating a task force to study and report on the unintended negative consequences; encourage cities and property owners to eliminate use; and encourage cities to join advocacy efforts. In addition, the resolution would direct the League to endorse repeal of a statute that preempts local regulation of pesticides.

Costs to cities would include using alternative methods of rodent control and studying the efficacy. Since the resolution encourages, but does not mandate action by cities, city costs would be taken on voluntarily.

The EQ Policy Committee approved the amended resolution unanimously. The General Assembly approved the amended resolution.

Recommendation:

None.

Summary prepared by: Marcus Pimentel, CSMFO Appointed Representative

The League Revenue & Tax Committee held its last meeting of the year on September 12, 2018, just prior to the start of the League of California Cities Annual Conference in Long Beach. Although I was unable to attend, following are some highlights based on materials distributed as well as others who attended (with special thanks to Monterey Finance Director Lauren Lai).

VOTING

- 1) Committee resolution to encourage the League to explore the preparation of a ballot measure to strengthen local control. ☒ Committee voted to support recommendation to the League.

The purpose of this discussion and resolution (sponsored by the City of Beverly Hills) was to provide for more insulation of local government from State actions that would otherwise impact local revenues or impinge on local authority. Recent examples of failed state legislation were SB 649 (Hueso) and AB 252 (Ridley-Thomas) that would have prohibited taxing video streaming and SB 827 (Wiener) that would have removed certain zoning decisions from local government.

As stated in the League staff analysis, “if these measures had been signed into law they would have impinged on the ability of a local government to be responsive to the needs of their constituents.”

The proposed resolution recommends that the League assess vulnerabilities to local government and explore the preparation of a future ballot measure and/or constitutional amendment. The goal of this would be “strengthen local authority and preserve the role of local democracy to best preserve their local quality of life.”

- 2) No other action items were discussed.

General discussions

During the past few years, a League City Manager work group has been studying the local sales tax distribution process with an eye towards League supported Sales Tax Modernization. The City Manager working group provided a status update but no recommendation. Highlights of the update were:

- The group will continue to study the impacts of a system where online sales taxes flow to the point of delivery. The current method allocates online sales taxes into county pools which are then distributed to each agency based on their share of county-wide taxable sales.
- There remains concerns over those agencies with disproportionally higher taxable sales as compared to population. A change away from the county pools could be a loss to those with lower populations but higher taxable sales. But agencies with higher populations and lower taxable sales could see a cash-flow gain.
- SCA 20 (Glazer) would have provide the legislative changes to shift the allocation of online sales tax to the point of delivery. This bill is on hold to allow the League to have more time to analyze the effects.