



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Minutes Finance and Administration Committee

Monday, April 28, 2014

9:00 AM

City Hall Conference Room, 416 N. Franklin Street

Special Meeting

MEETING CALLED TO ORDER

Chair Turner called the meeting to order at 9:04 a.m.

ROLL CALL

Present: 5 - Doug Hammerstrom, Dave Turner, Linda Ruffing, Cindy VanWormer and Brenda Jourdain

APPROVAL OF MINUTES

14-110 Approve Minutes from Special Meeting of April 9, 2014

The minutes were approved as presented.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

Debra DeGraw from the Chamber of Commerce noted that there will be a ribbon cutting at the North Cliff on Wednesday evening and invited everyone to attend.

CONDUCT OF BUSINESS

- 1. 14-135** Receive Fort Bragg Promotion Committee's Marketing Plan and Budget for FY 2014-15 and Make Recommendation to City Council

Promotion Committee Chair Mary Knoerdel reviewed the information provided for this item. Additional comment was received from Housing & Economic Development Coordinator Jennifer Owen, Chamber of Commerce Executive Director Debra DeGraw, Chamber President Tom Yates, and Promotion Committee Member David Foucheaux.

- * There is no contract deliverable established yet for the business product directory as the proposal was just received from Dennis Freeze, Monolith Design.
- * The City and Chamber have split the tasks required for the fireworks show in the past but ideally a service club should be located to take on the work of getting volunteers for the event.
- * Committee Member Turner suggested approaching the Salmon Restoration Association about participating in the fireworks event. He and Committee Member Hammerstrom volunteered to approach the Salmon Restoration Association and the various service clubs for financial donations.
- * Yates stated that he would talk to the Chamber members about hiring a coordinator if the money can be raised to cover the cost.
- * City staff will set up a meeting with the Chamber to discuss how the City can help, such as with the Caltrans permit. Council direction will be needed on how much Public Works Department assistance can be provided.

This Staff Report was recommended for approval and will be forwarded to the City Council for action in June.

2. 14-115 Receive Request from Paul Bunyan Days Association Regarding Anniversary Partnering Opportunities and Provide Direction to Staff

Johanna Jensen, Paul Bunyan Days Association ("Association"), reviewed her memo and partnering opportunities attachment.

* Promotion Committee Chair Knoerdel stated that they originally thought of doing a big deal but there was no money so they scaled it back to an event at Town Hall. The Historical Society will provide photos and there will be tables available for groups to display their history in Fort Bragg. She stated that the Paul Bunyan Days Association's celebration of their 75th Anniversary would fit in well at this event. Other anniversaries this year include the Skunk Train and one or two churches.

* David Foucheaux, Promotion Committee Member, stated that August 9th was chosen as the day because the City was incorporated during that week.

* Jensen expressed interested in getting 3-4 large photos of Paul Bunyan Days events if the Promotion Committee has that done. The Promotion Committee estimates that it will cost \$135-\$150 for each large photo. When asked by Committee Member Turner, Jensen stated that the Association doesn't have the funds to pay for their photos. City Manager Ruffing stated that the City has a large plotter that makes high quality photos that might be used for this.

* Turner suggested selling photos as a fundraiser.

* Jensen then discussed producing a historic picture calendar and noted that she has spent the last two Tuesday's working with the Historical Society on pictures to be used. She showed a mock-up of what she has in mind. Jensen recommended making 500 to start. The cost would be \$7.50 to produce and they would sell them for \$12-\$15. She asked the City to share the cost as a sponsor. The proceeds could be used to repay the City or retained by the Association. Turner stated that the City's 125 Anniversary should be included on the front if the City is co-sponsoring production of the calendars.

* Committee Members discussed funding possibilities such as lowering the allocation for travel/training for Council. This will need to be discussed and acted on by the full City Council.

* Foucheaux stated that he believes there is a time capsule in the cornerstone of the City Hall building but he will need to research it further. Jensen suggested that if there isn't one it would be fun to do one and have it opened in 75 years. She stated that the cost would only be for materials needed to build the time capsule; John Skinner has volunteered his labor to build it. The only other costs would be for Public Works Department's time to bury it and the cost of a plaque. She estimated the cost at less than \$300.

* Jensen's final proposal was to plant a redwood grove in Otis Johnson Park, with a ceremony during Paul Bunyan Day's weekend. Committee, staff and the public discussed whether there was a location to plant the grove at Otis Johnson Park or the possibility of planting it at Bainbridge Park or behind the Guest House Museum.

Committee Members concurred as follows:

* **An item for City Council discussion will be placed on the May 12 agenda regarding allocating \$5,000 for the City's 125 Anniversary celebration;**

* **David Foucheaux will research whether there is a time capsule at City Hall and whether there was any indication of when it should be opened and how it could be opened. A decision can then be made based on the information he provides.**

* **City Manager Ruffing will talk to Water Projects Manager Teri Jo Barber about the idea of planting a redwood grove in Otis Johnson Park.**

The Committee recommended approval of \$5,000 allocation toward the 125 Anniversary events; this item will go forward to the full City Council on May 12,

2014.

3. 14-129 Receive Report and Provide Recommendation to City Council Regarding Extension of Fire Equipment Tax

The memo prepared for this item was reviewed with the City Council by City Manager Ruffing. Fire Chief Steve Orsi was present to respond to questions. **Following discussion Committee Members concurred with increasing the tax to \$22, having a 10-year sunset, and keeping the tax restricted to purchase of fire equipment.**

This Staff Report was recommended for approval and will be forwarded to the City Council in June for action.

4. 14-127 Receive Report and Make Recommendation to City Council Regarding Amended Water Rates

The memo written for this item was reviewed with the Committee by City Manager Ruffing. She noted that the difference in the rates for non-residential are much more significant than for residential. Greg Clumpner, NBS, was present by telephone to answer questions.

* Committee Members expressed concern with the new calculations noting that their previous decision was made based on a set of judgments and assumptions based on a balance of residential and non-residential customers. They noted that there were several scenarios discussed prior to increasing the rates and the City Council picked the one they felt was most equitable.

* Ruffing noted that the new calculation actually shows the fixed rate for residential customers lower than what is in the current rate schedule and asked how that calculation was made.

* Ruffing noted that the previous cost of service analysis was the basis for the breakdown between residential and commercial customers; if the Council believes that the new rates have commercial customers paying too much in fixed rates, what does that do to the cost of service analysis? Clumpner stated that the City can change the relationship between fixed and variable costs if they feel that the fixed rate is too high.

* The Committee stated that they were not interested in trying to recoup the entire \$233,000 (which was the entire loss in fixed rate revenue) but may be interested in collecting the \$67,000 (which is the net shortfall in FY 2013/14) over the next four years but they would like to see an analysis where there isn't as much of the cost of service being borne by the commercial accounts.

The Committee directed staff and the consultant to look at a new model that may have a modest increase for fixed rates residential and increases in non-residential that aren't as great as presented in this report in order to recover \$67,000 over the next four years.

This Staff Report was referred to staff for further work with the consultant.

MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Turner adjourned the meeting at 11:29 a.m.