



CITY OF PACIFICA

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, November 10, 2015

6:00 PM

POLICE DEPARTMENT CONFERENCE ROOM

2075 Coast Highway

1. Call to Order
 - a. Members: Peter Menard, Brent Shedd, Matthew Dougherty, Jim Heldberg, Kevin Cubba, Victor Spano, Courtney Conlon, David Joves, David Leal
 - b. City Council Liaisons: Karen Ervin, Sue Digre
 - c. Staff Liaisons: Anne Stedler, Sarah Coffey
2. (5 min.) Approval of October 13, 2015 Minutes (Attachment 1)
3. (2 min. ea.) Oral Communication from the Public at Opening
4. (6 min.) Chamber of Commerce Update
 - a. Aspiring Entrepreneurs Event: Review of October 27; Value Added Opportunities (Victor Spano, Vickie Flores)
 - b. Technology Assessment & Support for Businesses (Vickie Flores)
 - c. Small Business Recruitment (Vickie Flores)
5. (10 min.) Economic Development Manager Update (Anne Stedler)
 - a. Commercial Space Listings
 - b. Palmetto Business Outreach
 - c. Beach Boulevard Update
 - d. "Connect with Us" and "For The Record"
 - e. Website
 - f. Budget Presentation Follow-up

6. Topics for Committee Discussion and Possible Action
 - a. (30 min.) Formation of New Ad Hoc Committees (Peter Menard)
 - i. EDC Goals / Direction
 - ii. New Ad Hoc Committees
 - b. (5 min.) Committee Work Planning Session(s)
 - c. (10 min.) November Election of Chair and Vice Chair (Peter Menard)
7. (2 min. ea.) Oral Communication from the Public at Closing
8. Oral Communication from the Committee
 - a. Updates
 - b. Topics for Future Meetings (see below)
9. Next EDC Meeting Date: December 8, 2015
10. Adjourn

Topics for Future Meetings

1. Palmetto Avenue Activities (Dec)
2. Sporting Events in Pacifica (Dec– Victor Spano)
3. Signage (TBD – Victor & Anne / Goeff Matthew)
4. Utility Box / Utility Pole Art around Pacifica (TBD)
5. Portola Discovery Anniversary (Dec)
6. AirBnb, Uber (TBD)
7. Support of Businesses During Disruption / Crisis (TBD)
8. Norms on Addressing the Public
9. How to Respond to Inquiries on Large Development Sites (e.g. Quarry, Beach Blvd)
10. Private Event Online Resource Catalog / Guide
11. Staffing City Booths at Events

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**CITY OF PACIFICA
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

October 13, 2015
Pacifica Police Station, 2075 Coast Highway

In attendance were members: Peter Menard, Jim Heldberg, Kevin Cubba, Courtney Conlon, Victor Spano (arrived during Item 7), David Joves, David Leal.

Council members: none present

Staff: City Manager Lorie Tinfow, Assistant City Manager Lorenzo Hines, Jr., Economic Development Manager Anne Stedler, Executive Assistant Sarah Coffey

Absent: Brent Shedd, Matthew Dougherty

1) Call to Order

Chair Peter Menard called the meeting to order at 6:20 pm.

2) Acknowledgement of Membership Changes

New members, David Joves and David Leal, were welcomed by the Committee. Each Committee member introduced him/herself with a brief background. Courtney Conlon noted that this will be her last meeting as an Economic Development Committee member since she will be retiring at the end of October. Peter expressed his appreciation to Courtney for her contributions to the Economic Development Committee, noting that she is the one who greatly influenced Peter to get involved with the Committee.

3) Approval of September 8, 2015 Minutes

Peter noted that a quorum of voting members in attendance at the last meeting can approve the minutes; Jim, Peter and Kevin will be reviewing the draft minutes for comment, as Courtney was not present at the last meeting. Jim commented that he was very pleased with the presentation of the Annual Report to City Council, Peter and Anne did a good job with the slides and City Council members appeared to be impressed; Courtney agreed with Jim's comments. Jim moved to approve the Minutes as drafted; Kevin seconds the motion. Aye: 3; Abstain: 3 (Victor was not present for the vote). Passed unanimously by members that were present at September 8 meeting.

4) Oral Communication from the Public at Opening

Horace Hinshaw introduced himself as the editor of the Pacifica Tribune. He informed the Committee that the Tribune has been sold and is under new ownership as of last Thursday afternoon; employees were informed on Friday morning. The new owner from a company known as Battle Born Media is from Las Vegas and is the former publisher of the Las Vegas Review. He bought 6 weekly papers in Nevada and 6 in Marin County. Tribune readers will notice that it is printed on a new type of paper in tomorrow's edition. They have also gone to an earlier print schedule, with the deadline to push out to print moved up to Monday afternoon. The Tribune has existed since 1937, and it only reports

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community news. The name will remain the same, and he anticipates that the format as a community newspaper will remain the same. Horace would like to take the photos of the two new Economic Development Committee members and do a write-up in the Tribune on the new members.

City Manager Lorie Tinfow expressed that Peter did a great job presenting the Annual Report to City Council. She called attention to the City of Pacifica post-it pads and magnets that the City gave out at the City's Fog Fest booth and brought some for the EDC members tonight.

5) Brown Act Compliance Review & Training

City Manager Lorie Tinfow provided an overview and discussion on the Brown Act using the brochure, "A Pocket Guide to Open Meeting Laws in California: The Brown Act" (Exhibit A), as reference. She reviewed "Who's Covered", noting that the Economic Development Committee falls under "legislative bodies" within the "covered" category. She reviewed "Who's Not Covered", noting that ad hoc committees comprised of less than a quorum of members falls within the "not covered" category. Specifically for the Economic Development Committee with nine active members now seated, this means that an ad hoc committee would need to be comprised of less than five members. Ad hoc committees must be active for less than one year; otherwise they become standing committees and would become covered under the Brown Act laws. Ad hoc committees still adhere to public transparency as there is always an agenda item for the ad hoc committee to report on its progress during regular Committee meetings.

Lorie also discussed what is considered a "meeting"; it does not need to be very structured (for example, if Committee members meet at Starbuck's and those present meet a quorum that could be considered a meeting and be subject to Brown Act laws and notification requirements). The key is to avoid clustering. If members of the Committee all attend a conference, they must take care not to discuss Committee business while in attendance. Closed meetings were briefly discussed, but will likely not apply to the Economic Development Committee as closed meetings are allowed for personnel issues, labor negotiations, pending litigation.

"What Must Happen" section of the brochure was reviewed, including meeting notification requirements (for regular EDC meeting on Tuesday, the agenda must be posted by 6pm on prior Saturday – staff usually posts by close of business on Friday), location requirements, not requiring sign-in, allowance of recording, allowance for public address, requirement of public votes (i.e. no private ballots), not discussing anything not on the agenda and documents circulated considered as public and subject to the Public Records Act. Lorie emphasized that documents circulated to Committee members includes emails, and those emails are considered public records. That is why each Committee member has their own assigned City email address; if their personal email is used to conduct Committee business, then that could open their personal email up for public review. The "What If" scenarios from the brochure were reviewed, including explanation of "daisy chain" and "spoke and wheel" methods of communication. Peter pointed out that the "spoke and wheel" communications also apply to third parties. David Joves asked what if a developer is contacting each member unbeknownst to the others, for example; Lorie responded that if the potential for such a situation is suspected, it may be best just to listen without offering a response or further information to the developer. Communications around scheduling are OK. Lorie also discussed the example of calling in for a Committee meeting via teleconference, emphasizing that the agenda must be posted 72 hours in

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advance at the location of the caller and the location must be open to the public. Lorie, Lorenzo and Anne are all available to answer any questions members may have about the Brown Act.

Action Items – None6) Anticipating November Election of Chair and Vice Chair

Lorie informed the Committee that the City Council set the schedule for reporting of Annual Reports from Commissions and Committees to the Council for September, and the changing of the Chair for Commissions and Committees for November of each year. She clarified that there is no requirement to change the Chair of the Committee / Commission, but an election must be held for the position of Chair. Roberts Rules of Order specify that nominations are to be made from the floor. Members may nominate themselves or another member for position of Chair and Vice Chair. Election of the Chair / Vice Chair must be on the November meeting agenda.

Action Items:

- Set an agenda item for election of Chair / Vice Chair for November meeting.

7) 2015-16 City Budget Presentation

(Victor Spano joined the meeting during the Budget Presentation.)

Assistant City Manager Lorenzo Hines, Jr. delivered a presentation to the Committee on the 2015-16 City Budget and distributed a brochure “2015-2016 Budget By the Numbers” (Exhibit B). The following highlights main ideas from the presentation:

- Annual Budget is approved by City Council
- Approved 2015-2016 Budget is available on City’s website
- Fiscal Year for City of Pacifica is July 1 – June 30.
- City Council’s Work Plan is included in the 2015-16 Budget
 - Launch Economic Development Program is at the top of the list
- Main themes in this budget
 - Cost Recovery
 - Live within means: annual expenses <= annual revenues
 - One-time money for one-time expenses
 - Financial transparency
- Long-term Financial Plan is a 5-year plan that is updated annually. Also available on City’s website.
- City budget comprised of 26 funds. General Fund is discretionary and must be balanced. City staff and operations of most departments use the General Fund budget; Wastewater Treatment Plan operates under separate funds. Others include Disaster Recovery Fund; special revenue funds for Gas Tax, Housing In-Lieu, Park In-Lieu; Enterprise Funds that support themselves with their own revenue such as Beach Parking, Wastewater Treatment Facility; Trust funds; General Capital Improvement Fund; etc. Each fund has its own financial statements. Each fund operates similar to its own separate business. For example, Fund 22 borrowed from Fund 2 and the monies borrowed need to be paid back with interest.
- Current Citywide appropriation is \$74M; the General Fund comprises \$28.8M.
- Fee schedule is included in the budget. City tries to structure fees to recover the cost of services (ex: for swimming, building permits, business license permits, Public

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Records Request copies, etc.). For example, Parks, Beaches and Recreation Department programs recover about 85% of their costs.

- Expenses are still growing faster than revenue.
- Economic Development Committee & its impact on the budget
 - Commercial entities drive some property tax revenue. For each \$1 in property tax, \$0.24 goes to the City.
 - Sales tax revenue = 9% current rate for San Mateo County: only 0.75% goes to the City.
 - Transient Occupancy Tax (TOT) from hotels = 12% current rate – all goes to the City. TOT comprises about 6% of the General Fund revenue. Hotels are the biggest opportunity for increasing City revenue.

Courtney requested a copy of the PowerPoint presentation; Lorenzo passed around the 2015-16 budget binder and mentioned that the budget is available on the City's website. Peter mentioned Proposition 13 and its impact on property tax revenue. David Joves asked if employers pay a payroll tax; Lorenzo is not aware of a payroll tax, but business do pay business license fees annually. Courtney brought up Airbnb as an issue, and the missed opportunity for TOT not being collected on Airbnb. She mentioned there are 290 hotel rooms in Pacifica, and they are typically booked. The travel writer program sponsored by the Chamber of Commerce has increased hotel usage in recent years.

Lorenzo mentioned SuperBowl 50 (SB50) and its potential impact on revenues. Lorenzo reported that Pacifica was one of the earliest cities written up on the Super Bowl 50 website in their "50 Perfect Hours" series. There was also great exposure at Fog Fest with the visiting Lombardi trophies, former 49er Dana Stubblefield and a write-up in the Pacifica Tribune. Courtney indicated that hotels are already booked for SB50. Kevin mentioned people talking about taking vacation and renting their homes to SB50 visitors. Anne brought up opportunities for retail sales, restaurant sales, gas sales, groceries that may increase due to visitors during SB50.

Lorenzo informed the Committee that the City is working on updating the City website.

Anne reminded the Committee of Kevin's presentation on vacant commercial space a few months ago, noting the disparities of information available on properties. Anne has done some work in the following areas to address commercial vacancies in Pacifica: Anne obtained City Manager Lorie Tinfow's authorization for making a database of information on commercial properties, possibly with help from high school or college students with information gathering and inputting. Anne's membership in her economic development industry group provides access to COSTAR, a national database where brokers, buyers and tenants can see commercial space available in Pacifica. COSTAR also provides information and analytics for real estate analysis. Anne stated that landlords can also be encouraged to list commercial vacancies.

Action Items – None

8) Topics for Committee Discussion and Possible Action

a. Status of Ad Hoc Committees

Peter reminded the Committee that the Ad Hoc Committees have been disbanded, and we will look towards identifying specific goals around which to form new Ad Hoc Committees.

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Anne gave examples such as web presence, physical presence (e.g. signage, property maintenance), events (City processes, opportunities).

b. Formation of New Ad Hoc Committees

In the interest of time, Peter suggested postponing this agenda item to the November meeting. Victor moved to postpone discussion of Formation of New Ad Hoc Committees to November meeting; David Joves seconded the motion. Motion passed unanimously by members present – Aye: 7, No: 0; Abstain: 0.

Jim advised to allow for more time for this agenda item when placed on the November agenda.

Action Items:

- Move Item 8b to Agenda for next meeting (November).

9) Committee Work Planning and Segway Tour

Anne mentioned that the City's fiscal challenges present an opportune challenge to this Committee in planning what the Committee does and prioritizing work to get the "biggest bang for our buck". The Committee must be thoughtful of our energy as a small group and make progress in sequence to build on opportunities. Anne would like this Committee to work with consultant Laree Kiely for a few working sessions to assist with work planning and efficiency, taking input from the Committee members as the primary building blocks for the sessions. Anne is working on budgeting for this consultant. Peter mentioned that Anne pulled him in on some of her calls with Laree, and she recognizes that this Committee comes with a lot of talent and expertise as well as adding new talent from the newest members. He would like to be sure the consultant can integrate the analysis that the Committee has already done. Kevin asked if the working sessions would need to be a public meeting in the interest of the Brown Act. Peter confirmed that the sessions will be public.

Peter thanked Jim leading the Segway tour that has been scheduled for next Tuesday around 5pm starting at Jim's shop in Rockaway. Jim will show the group how to ride the Segway and will explore Pacifica, promoting the fun Pacifica has to offer. Peter reminded participants that Committee business and agenda items cannot be discussed during the event. Peter would like the event to be close to the regular public tours that Jim offers. Victor sees this as a great teambuilding event and applauds the idea. Courtney has been on several of Jim's tours; he does a great job in really showing off Pacifica and she has learned something new on each tour she's taken. Jim has nine machines, and one is his; so he will be able to accommodate eight additional participants. David Joves and Kevin Cubba cannot attend.

Action Items – None

10) Chamber of Commerce Update

Courtney will officially be retiring from the Chamber of Commerce on October 30. Her husband has been retired for 13 years. After a five month search with 25 applicants, Courtney knows that the Chamber will be in the best hands with new CEO Vickie Flores. It was important for the Chamber Board to find someone who is invested in Pacifica. Vickie graduated from Oceana High School and made her way to Silicon Valley. She comes with

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great talent as well as close connections to Pacifica. Vickie Flores started as Chamber of Commerce CEO on October 5. The Board is putting on a meet-and-greet with Chamber members and an invitation extended to this Committee as well on October 29 at Nick's from 5pm to 9pm. This will be a goodbye to Courtney and a meet-and-greet with new CEO Vickie.

Courtney thanked this Committee for their work and has enjoyed being a member of this Committee. She mentioned that there is a November ballot item for the Chamber representative to the Economic Development Committee, at which time we will see if Victor stays on as Chamber representative. We will also see if Vickie is seated on the Economic Development Committee by the City Council to take Courtney's place, as Courtney was appointed by the City Council as an individual member, not as a Chamber representative.

Victor reminded the Committee that October 27 from 7:00pm – 8:30pm will be the Aspiring Entrepreneurs Mixer at First National Bank in Linda Mar. Speaker include Jean Headley with opening remarks; Beth Lemke owner of A Grape in the Fog; headliner Robert Shoffner, Executive Director of San Mateo County Small Business Development Center. There will also be someone from the bank speaking about banking needs for small businesses and someone from the Chamber of Commerce. Courtney will get Pacific Coast TV 26 to video the event.

11) Oral Communication from the Public at Closing

Vickie Flores spoke at closing, stating that she hopes to be appointed to Courtney's position on this Committee. She started as Chamber of Commerce CEO on October 5, and is still immersed in meeting people. She feels that this Committee is a great group and is looking forward to working with each member.

12) Oral Communications from the Committee

Peter mentioned the articles that were submitted for Committee review by Jim, Kevin and Anne. These articles were sent by email to Committee members. Peter encourages members to send articles they find of interest to Anne to push out to other members. Peter also encourages members to volunteer items for the Topics for Future Items list.

David Joves expressed appreciation for Lorenzo's budget presentation, getting into details at a level that spoke to the audience. He enjoyed Lorie's education on the Brown Act as well. David Joves is excited to learn more. He suggested adding a future topic for developing norms for interacting with the public, particularly since the EDC members are ambassadors.

David Leal commented on future topic #4 regarding the utility box / pole art. He mentioned that North Fair Oaks near Redwood City put out an RFP for artists for \$500 per art piece for utility box art. This may be an idea to consider. He brought up Airbnb on the future topics list, indicating that San Francisco has a measure on the ballot now and millions of dollars are being spent against Measure F. We may want to wait to see what happens in San Francisco on this topic before taking any action on the issue of Airbnb. David Leal would like to add a future topic on resources for private events in Pacifica (e.g. weddings, filming, etc.) such as a brochure that details sites, permitting, local restaurants / catering, wedding planning. David mentioned getting married two years ago; weddings are expensive and there is a lot of money involved in the industry around weddings. He mentioned going on a tour of the castle, and the castle as a potential wedding / film location. He would also like to

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have some discussion on a future agenda on how to discuss future large development sites such as the Beach Boulevard site and the Quarry.

Kevin welcomed David Leal and David Joves to the Committee; it will be good to get new perspectives on topics. He reminded the new members of their city email addresses, and mentioned that those email addresses will be published. Members should know when and how to respond to email as committee members. He mentioned that as soon as the Council reappointed him, he had received email messages at 1:00am when the City Council adjourned.

Courtney thanked David Leal for all of his ideas. She informed the committee that a wedding brochure was done in the Tribune years ago, and the Moonraker and Pacifica Beach Hotel have put some marketing package together for weddings. San Mateo County Convention & Visitors Bureau and Mike Perez in City of Pacifica Parks, Beaches, Recreation Department are contacts for information about filming. Courtney mentioned some activity occurring with the new owners of the Quarry, building a culvert through the wetlands. She feels that we need a clear message and the same message on why the Quarry is important to build support before opposition squashes new owners' efforts. There is a need for mobilized people with a passion for Pacifica. Courtney mentioned that she found a home at Fairmont School for the Rockaway Christmas decorations.

Peter passed on comments.

Victor reiterated support of Chamber of Commerce and business outreach ambassadors.

Jim applauded Lorie and the City for what was done this year at Fog Fest – there was a bright, big display of Pacifica and the City booth provided great information about what is going on in the city. People learned what Pacifica is all about. Jim proposed that we do that every time [Fog Fest], and do this type of outreach more; he would like to expand on this idea of outreach. Jim requested listing of the Committee members on the Agenda for EDC meetings.

13) Next Meeting Date: November 10, 2015 at 6:00pm

14) Meeting Adjourned at 8:42pm

CLOSED MEETINGS

Closed meetings are the exception and permitted only if they meet defined purposes and follow special requirements (§§ 54953(a), 54954.5, 54962).

EVEN AT CLOSED MEETINGS...

Special public notice and agenda requirements apply (§§ 54954, 54954.2, 54954.5, 54957.7).

All actions taken and all votes in closed session must be publicly reported orally or in writing (§ 54957.1(b)), and copies of any contracts or settlements approved must be made available promptly (§ 54957.1(b),(c)).

CLOSED MEETINGS MAY BE HELD FOR:

Personnel

Only to discuss the appointment, employment, performance evaluation, discipline, complaints about or dismissal of a specific employee or potential employee (§ 54957). The employee may request a public meeting on any charges or complaints.

But closed sessions are **NOT ALLOWED** for discussing:

- general employment
- independent contractors not functioning as employees
- salaries
- the performance of any elected official, or member of the board
- the local agency's available funds
- funding priorities or budget

Pending Litigation

Only if open discussion "would prejudice the position of the agency in the litigation." The litigation must be named on the posted agenda or announced in open session unless doing so would jeopardize the board's ability to service process on an unserved party or conclude existing settlement negotiations to its advantage. (§4956.9)

To qualify, the agency must:

- be a party to pending litigation (§ 54956.9(a))
- or expect, based on certain specified facts, to be sued (§§ 54956.9(b)(1),(b)(2))
- or expect to file suit itself (§ 54956.9(c))

Labor Negotiations

Only to instruct the agency's identified negotiator on compensation issues (§ 54957.6). (Note: school districts are covered by the Rodda Act, Govt. Code §§ 3540-3549.3.)

Property Negotiations

Only to discuss, with an agency's identified bargaining agent, price or payment terms. The purchaser, negotiators and the prospective seller or purchaser must be identified on the agenda. (§ 54956.8) Final price and payment terms must be disclosed when the actual lease or contract is discussed for approval. (§ 54957.1(a))

Others

License applications for people with criminal records (§54956.7); threats to public services or facilities; (§54957) insurance pooling (§54956.95).

WHAT TO DO IF:

A MEETING IS CLOSED THAT SHOULD BE OPEN

- Refuse to leave, and use this Guide to check the law, to protest, and to enforce all notice requirements.
- Leave only if ordered by law enforcement.
- Call your editor or lawyer at once.

AN ILLEGAL CLOSED MEETING HAS BEEN HELD

- Ask participants what happened, and get reports of actions taken and copies of contracts approved.
- Call FAP, SPJ or CFAC (phone numbers are on the cover of this Pocket Guide).
- Write a story or letter to the editor about it.
- Contact the District Attorney under § 4959, or take legal action under § 54960(a) against violations or a "gag rule" imposed on a body's members.
- A court may: (1) force the agency to make and preserve tapes of closed sessions (§ 54960(b)); (2) declare actions taken null and void (§ 54960.1(d)); (3) award costs and attorneys fees (§ 54960.5).

A POCKET GUIDE TO OPEN MEETING LAWS IN CALIFORNIA: THE BROWN ACT

A SERVICE OF:
**THE FIRST AMENDMENT PROJECT
SOCIETY OF PROFESSIONAL
JOURNALISTS (Nor. Cal.)**

HOW TO USE THIS GUIDE

This pocket guide is intended to be a quick reference and provide general information to journalists and citizens. It addresses some common public meetings problems, but does not substitute for research or consultation with a lawyer on detailed questions. This guide current as of December 3, 2003.

FOR MORE INFORMATION OR HELP:

FIRST AMENDMENT PROJECT.....510/208-7744
www.thefirstamendment.org

Society of Professional Journalists,
NORTHERN CALIFORNIA CHAPTER.....415/338-7434
www.spj.org/norcal

California First Amendment Coalition.....916/974-8888
www.cfac.org

*Funding provided by the Sigma Delta Chi Foundation
of the Society of Professional Journalists*

Brown Act

Govt. Code §§ 54950-54960.5

THE BASICS

Meetings of public bodies must be "open and public," actions may not be secret, and action taken in violation of open meetings laws may be voided. (§§ 54953(a), 54953(c), 54960.1(d))

WHO'S COVERED

- **Local agencies**, including counties, cities, school and special districts. (§ 54951)
- "**Legislative bodies**" of each agency, the agency's governing body, plus "covered boards," that is, any board, commission, committee, task force or other advisory body created by the agency, whether permanent or temporary. (§ 54952(b))
- Any **standing committee** of a covered board, regardless of number of members. (§ 54952(b))
- **Governing bodies of non-profit corporations formed by a public agency** or which includes a member of a covered board and receives public money from that board. (§ 54952(c))

WHO'S NOT COVERED

- **Ad hoc advisory committees** consisting of less than a quorum of the covered board (§54952(b))
- Most other **non-profit corporations**
- All other **government agencies**. State governmental agencies are covered by the Bagley-Keene Open Meeting Act. (Govt. Code §§ 11120-11132)

WHAT'S COVERED

A "meeting" is any gathering of a majority of the members of a covered board to hear, discuss, or deliberate on matters within the agency's or board's jurisdiction. (§ 54952.2(a))

Note: No vote or action is required for the gathering to be a meeting, nor must the members meet face to face. (§ 54952.2)

WHAT MUST HAPPEN

Under the Brown Act an agency must:

- **post notice and an agenda** for any regular meeting. (§§ 54954(a), 54954.2(a)); mail notice at least three days before regular meetings to those who request it, (§ 54954.1); post notice of continued meetings, (§54955.1); deliver notice of special meetings at least one day in advance to those who request it, (§ 54956); and deliver notice of emergency meetings at least one hour in advance to those who request it. (§§54956, 54956.5)
- **notify the media** of special or emergency meetings if requested, (§§ 54956, 54956.5); allow media to remain in meetings cleared due to public disturbance. (§54957.9)
- **hold meetings in the jurisdiction** of the agency except in limited circumstances, (§§ 54954(b)-(e)), and in places accessible to all, with no fee. (§ 54961(a))
- **not require a "sign in"** for anyone. (§54953.3)
- **allow non-disruptive recording** and broadcast of meetings, (§54953.5(a)), and let the public inspect any recording made by the agency of its open meetings. (§54953.5(b))
- The agency may destroy recordings it made after 30 days. (§54954.3(b))
- **allow the public to address** the covered board at regular or committee meetings on any item in the agency's jurisdiction not addressed by the agency at an open earlier meeting. (§54954.3(a))
- **conduct only public votes**, with no secret ballots. (§54953(c))
- **treat documents as public** "without delay," if distributed to all or a majority of members of a board before or at the meeting, unless they are also exempt under the Public Records Act. (§54957.5)

Local Rules

Many local jurisdictions, including San Francisco, Contra Costa County, and Oakland, have adopted local "Sunshine" ordinances that grant greater access and openness. Check for local rules.

Other jurisdictions often have rules that violate the Brown Act. Challenge such rules or contact the agencies listed on this brochure.

WHAT IF...

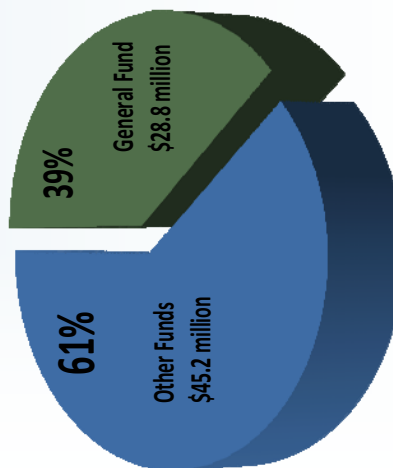
- a council member is on a board of a non-profit corporation—is the board covered?
- YES, if the council both appointed him or her to the board, and funds the corporation. (§54952(b),(c)(1))
- an agency delegates authority to another entity—is the entity covered?
- YES, if it was created by the agency's elected body. (§§ 54952(b),(c)(1))
- a council committee meeting has less than a quorum—is it required to meet openly?
- YES, if it is a standing committee and has either a set meeting schedule or a continuing subject matter jurisdiction. (§ 54952(b))
- members use individual contacts to collectively decide an issue—is that a violation?
- YES, information communicated to a quorum through a series of contacts, individual phone calls ("daisy chain"), or a third person ("spoke and wheel") to evade the public is a "meeting" (§ 54952.2(b); 63 Ops.Atty.Gen. 820 (1980); Stockton Newspapers v. Stockton Redevelopment Agency, 171 Cal.App.3d 95 (1985); Common Cause v. Stirling, 147 Cal.App.3d 518 (1983).
- agency members attend a conference called by someone else—is this covered?
- NO, so long as they do not discuss specific business matters within their jurisdiction (§ 54952.2(c))
- a meeting is held by video/teleconference.
- YES, if the public's rights are protected. (§54953(b))
- Every video/teleconference location must be accessible to the public, and at least a quorum of the members must participate from locations within the body's jurisdiction. (§ 54953(b))



2015-2016 BUDGET

BY THE NUMBERS

All City Appropriations
2015-2016
\$74.0 million



Scenic Pacifica
Incorporated Nov. 22, 1957

For more information on the 2015-2016 Budget please scan below:



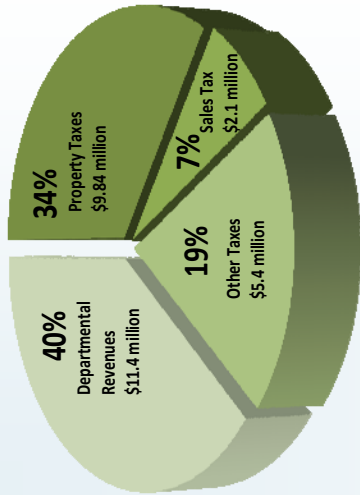
City of Pacifica

170 Santa Maria Avenue
Pacifica, CA 94044
Phone: (650) 738-7301
Web: www.cityofpacifica.org

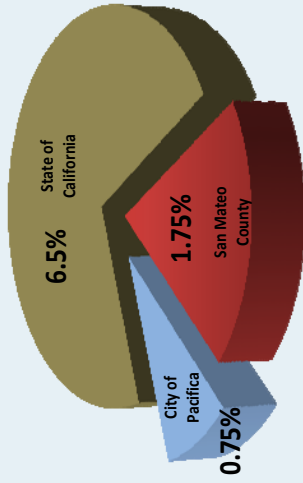
THE 2015-2016 BUDGET

Here is an overview look at Pacifica’s anticipated revenues and expenditures in the Fiscal Year 2015-2016 Operating Budget. The budget serves as a business plan to help the City and Community prioritize funding and plan for the future.

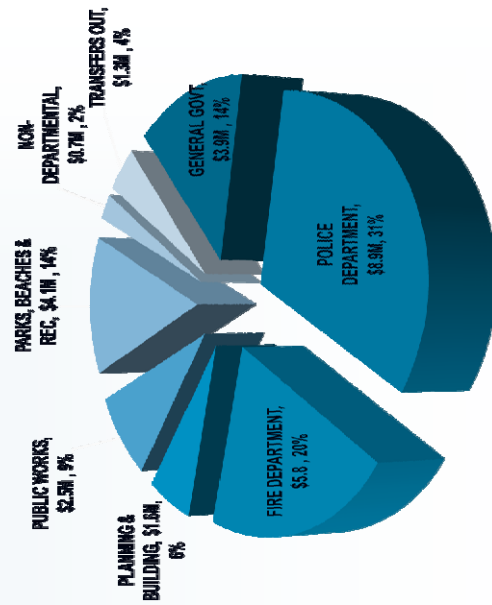
**General Fund Total Revenues
\$28.8 million**



Your Sales Tax - 9%



**General Fund Total Expenses
\$28.8 million**



Your Property Tax \$1



\$0.24

City of Pacifica