



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: Susan Goldbeck, Council Member

MEETING DATE: July 19, 2006

A. COUNCIL TO REFER TO THE BUDGET AND FINANCE COMMITTEE THE DEVELOPMENT OF RECOMMENDATIONS FOR REVENUE PRODUCTION SOLUTIONS TO ADDRESS THE POTENTIAL BUDGETARY SHORTFALL.

SUBJECT: B. COUNCIL TO SET COUNCIL MEETING DATES WHICH WOULD BE PRIMARILY DEVOTED TO A PUBLIC DISCUSSION OF REVENUE PRODUCTION, COST REDUCTION AND ESTABLISHING OUR COMMUNITY PRIORITIES IN TERMS OF A RESPONSE TO THE POTENTIAL BUDGETARY SHORTFALL

RECOMMENDATION:

Refer to the Ad Hoc Budget and Finance Committee and set dates for Council meetings

DISCUSSION:

After attending a recent reception at the Pacific Grove Museum I was surprised when I was approached by several concerned citizens about talk of closing the museum as a response to possible future budget problems in the city. In later discussing this with our City Manager Jim Colangelo he advised me that this indeed had been mentioned as just one of many possible solutions.

Most of us have heard from our constituents about their concern as to just where cuts would come and what this council intends to do to address the potential budgetary shortfall.

Of course nobody wants taxes or the costs of city services to go up, nor do they want a reduction in the high level of city services they have come to expect and enjoy. But, we have a very pragmatic citizenry and they recognize that money must be found to pay for the costs of our city government and that some of the services we have come to expect may have to be curtailed to some degree to address the budget crunch we are facing. But

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I have found that citizens also expect that creative ways be looked into to lesson the need for cutting services or raising fees or taxes.

What services should be cut? What taxes and fees should be raised and to what degree? What new ways can be tried to provide the same services for less? These are just a few of the questions we need to discuss with the people of our community.

It is clear that the public needs to be made fully aware of what the current budgetary problem is, and what the possible options are for solving it. We can then, as a community, weigh the alternatives to see how we want to proceed.

We did have some early public discussions at a town hall meeting this spring on the issues of how money could be raised and how cuts in spending could be achieved but this was a very rainy night and was not well publicized. There was supposed to be a follow up meeting but it has not taken place. We need to get more people involved in this important discussion in order to make some decisions as soon as possible.

I think a regular council meeting is a perfect time to do this type of discussion as people are aware of these meetings and the meetings are televised.

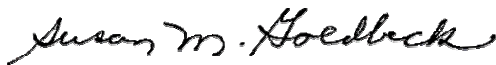
We may want to continue these discussions over two or even three city council meetings. The alternative would be to have another town hall meeting, but far better publicized and televised and with an agenda prepared by the council in advance.

It is obvious that we need to set some priorities and make some plans for dealing with the budgetary shortfall. In terms of revenue production we can ask the Budget and Finance committee to prepare a report with their recommendations which can be used to give some guidance to the Council and the public (with the benefit of their more focused attention and special expertise) to be used in our later meetings on these critical financial issues.

FISCAL IMPACT:

None.

RESPECTFULLY SUBMITTED:



Susan Goldbeck
Council Member