



**MINUTES OF THE SPECIAL MEETING OF THE
RIDGECREST CITY COUNCIL AND
RIDGECREST REDEVELOPMENT AGENCY**

**City Council Chambers
100 West California Avenue
Ridgecrest, California 93555**

**November 7, 2011
5:00 p.m.**

This meeting was recorded and will be on file in the Office of the City Clerk for a certain period of time from date of approval by City Council/Redevelopment Agency. Meetings are recorded solely for the purpose of preparation of minutes.

CALL TO ORDER – 5:30 p.m.

ROLL CALL

PRESENT: Mayor Ronald H. Carter; Mayor Pro-Tem Marshall 'Chip' Holloway; and Council Member Steven Morgan and Jason Patin

ABSENT: Council Member Jerry Taylor

STAFF: Kurt Wilson City Manager; Rachel J. Ford, City Clerk and other personnel

APPROVAL OF AGENDA

No changes

Motion to Approve the Agenda Was Made by Council Member Morgan, Second By Council member Holloway. Motion Carried By Voice Vote Of 4 Ayes, 1 Absent (Council Member Taylor)

SPECIAL WORKSHOP – 5:00 p.m.

DISCUSSION AND OTHER ACTION ITEMS

1. Presentation – Status Of Strategic Plan And Unfunded Priorities Wilson

- Kurt Wilson – gave staff report and power point presentation updating status of items on the strategic plan. Reviewed process used in developing the strategic plan and tasks identified to be accomplished in 2010-11. Briefly reviewed each task set and the status of completion. *(Copy Available In The City Clerk's Office)*

Council Member Jerry Taylor joined the meeting at 5:30pm

- Steve Morgan – asked before moving into discussions of next fiscal year, when would staff be ready to give a final report?
 - Kurt Wilson – December time frame depending on council direction.

Public Comment – Item 1

- No member of the public presented comments.

2. Discussion – Revenue Ballot Measure Options And Next Steps

Wilson/Godbe

- Kurt Wilson – introduced Brian Godbe, consultant who conducted a 2011 Revenue Measure Feasibility Survey
- Brian Godbe – gave power point presentation to council and audience reviewing the voter support of a revenue measure of either a $\frac{3}{4}$, $\frac{1}{2}$ or $\frac{1}{4}$ Cent Sales Tax or a Transient Occupancy Tax. *(Copy Available In The City Clerk's Office)*
- Public question – asked about criteria for declaring a fiscal emergency.
 - Kurt Wilson – based on staffing cuts and reduced revenues feel city has met the threshold but declaration would be a council policy decision.
- Rebecca Kneipp – asked about campaign funds to lobby for a measure
 - Brian Godbe – affirmed that public agencies may do public outreach and education but a community member or group had to support all campaign fundraising.
- Mike Neel – noted that a general fund tax goes to the general fund so there is no restriction that the funds be used for defined items such as streets and police.
 - Brian Godbe – true that legally there are no restrictions but there is an accountability component for council and future councils to use the funds as identified by the majority.
- Rebecca Kneipp – how were potential opposition statements developed?
 - Brian Godbe – worked with staff to develop based on issues raised in past by the public.
- Mike Neel – commented on the methodology used and possible changes to the data if there is a campaign. Opposition campaign could pick up votes same as a campaign in favor could pick up votes of those that are unsure at the beginning.
- Stan Rajtora – had the survey been geared to roads and public safety only with not general fund or parks, the data may have come back different.
- Brian Godbe – not sufficient support to try and pass both a TOT and sales tax.
- Jerry Taylor – a special sales tax disarms the no votes but is harder to get the 2/3 majority vote.
- Public Question – are there going to be any other tax measures on the ballot that would compete with a local tax measure.
- Brian Godbe – leaning toward a June ballot because there are tax measure slated for the November ballot
- Rebecca Kneipp – asked about cost of running a campaign.

MINUTES – RIDGECREST CITY COUNCIL/REDEVELOPMENT AGENCY - REGULAR

Page 3 of 3

- Public Citizen – referenced State taking funds that used to be for our streets. Can state take a $\frac{3}{4}$ tax that city votes in?
- Dave Matthews – asked if there was enough data and time to run another study showing the amounts collected at the different rates.
 - Kurt Wilson – $\frac{3}{4}$ increase would be approximately \$2million to general fund.
- Public Citizen – commented on the federal restrictions to per diem which is lowering TOT.
- Al Huey – asked when the study was approved and what was the cost.
 - Kurt Wilson – was not brought to council and staff can provide the cost.

PUBLIC COMMENT

- Citizen – stated we need to worry about the base defense budget being cut to acquisitions which will affect Ridgecrest.
- Citizen – asked if this will be brought before full council?
 - Steve Morgan – yes a lot of public vetting.

ADJOURNMENT at 6:35 pm


Rachel J. Ford, CMC, City Clerk