



City of San Leandro

Meeting Date: September 4, 2012

Staff Report

File Number: 12-402

Agenda Section: ACTION ITEMS

Agenda Number: 10.B.

TO: City Council

FROM: Chris Zapata
City Manager

BY: David Baum
Finance Director

FINANCE REVIEW: Not Applicable

TITLE: Staff Report for Resolution Approving Appointments to the City of San Leandro's Measure Z Oversight Committee as Required by Ordinance No. 2010-022

SUMMARY AND RECOMMENDATIONS

Staff recommends approval of the proposed resolution for the purpose of selecting a five member Citizens' Oversight Committee related to Measure Z.

BACKGROUND

Ordinance No. 2010-022, that created the Measure Z Transaction and Use Tax, calls for formation of a Citizens' Oversight Committee. Section 2-19-165 in summary states:

There shall be a five-member committee of members of the public to review and report on the revenue and expenditure of funds from the tax adopted by this chapter. Prior to the operative date, the City Council shall adopt a resolution establishing the composition of the committee and defining the scope of its responsibilities.

Retail businesses and residential and business consumers represent community segments most directly impacted by Measure Z. The following will be the composition of the Citizens' Oversight Committee as approved by the City Council:

- Representative of the San Leandro Chamber of Commerce.
- Retail representative from the Downtown Business Association
- Officer from a homeowner or neighborhood association.
- City Board or Commission member.
- Owner or manager of a business located in San Leandro.

The City Council Finance Committee also discussed the meeting frequency and terms for

members on the Citizens Oversight Committee. It was agreed that at least during the first year, the Citizens Oversight Committee would need to meet more than once, although it might not be necessary to meet more than once a year in the future. Membership limits should be set at two 3-year terms.

On April 2, 2012, the City Council approved the resolution establishing the composition of the Citizens Oversight Committee. Staff subsequently advertised for applications using the approved criteria.

Measure Z Recruitment Overview

Eleven candidates submitted applications by the June 13, 2012 deadline; three applicants submitted after the deadline.

Of the eleven qualified applicants, four of the five City Council-approved qualifications were met. The one missing qualification was a "Retail Representative of the Downtown Business Association". The fifth committee member could be chosen by the Council from the remaining seven applicants. The Council may also choose to adopt a resolution limiting the Committee to four members. These alternatives would satisfy the ballot language that simply stated, "sales tax...[would be] reviewed by a citizens' oversight committee".

On July 6, 2012, the City Council Finance Committee recommended four qualified candidates:

1. Representative of the Chamber of Commerce - David Grodin
2. Officer from a HOA or Neighborhood Association- Geraldine Mellen
3. City Board or Commission Member - Esther Collier
4. Owner or Manager of a business located in San Leandro - Corina Lopez
5. Retail DBA member - none

The other seven applicants who were not chosen by the Finance Committee are

1. Ed Hernandez-Board and Commission (Planning Commission)
2. Christine Wise-business owner
3. George Tucker-HOA (Bay-O-Vista)
4. Cimberly Tamura- Board and Commission (Senior Commission)
5. Arlene Lum- Board and Commission (Library-Historical Commission)
6. Philip Daly- Board and Commission (Board of Zoning Adjustments)
7. Robert Engelhart-HOA (Bay-O-Vista)

Previous City Council Actions

On April 2, 2012, the City Council approved the qualifications and the scope of work for the Citizens Oversight Committee related to Measure Z.

City Council Committee Review and Action

The City Council Finance Committee reviewed and recommended applicants for City Council approval on July 6, 2012.

PREPARED BY: David Baum, Finance Director, Finance Department



City of San Leandro

Meeting Date: September 4, 2012

Resolution - Council

File Number: 12-403

Agenda Section: ACTION ITEMS

Agenda Number:

TO: City Council

FROM: Chris Zapata
City Manager

BY: David Baum
Finance Director

FINANCE REVIEW: Not Applicable

TITLE: ADOPT: Resolution Approving Appointments to the City of San Leandro's Measure Z Oversight Committee as Required by Ordinance No. 2010-022 (appoints David Grodin, Geraldine Mellen, Esther Collier, and Corina Lopez, each to serve a 3-year term expiring on August 31, 2015)

WHEREAS, Measure Z requires that a Citizens Oversight Committee should be appointed and charged with review and oversight of the revenues and expenditures derived from Measure Z funds; and

WHEREAS, the City Council for the City of San Leandro set the criteria for the Citizens Oversight Committee to include representatives from the following stakeholder groups:

1. A member representing the San Leandro Chamber of Commerce.
2. A member representing a residents' or homeowners' association.
3. A member from a City Board or Commission.
4. A member who owns a business located in San Leandro.
5. A member representing the Retail Downtown Business Association; and

WHEREAS, the City invited interested persons to submit applications for membership on to the Committee; and

WHEREAS, the City of San Leandro City Council Finance Committee received the applications, reviewed all qualified applicants, and recommends four candidates for appointment by the full City Council:

1. David Grodin, Representing the Chamber of Commerce.
2. Geraldine Mellen, Officer of an HOA.
3. Esther Collier, City Board or Commission Member.
4. Corina Lopez, Owner of a business located in San Leandro; and

WHEREAS, the City Council wishes to invite interested persons from the Retail

Downtown Business Association to submit applications for review and approval by the full City Council.

NOW, THEREFORE, the City Council of the City of San Leandro does RESOLVE as follows:

The group of recommended candidates detailed above is appointed to the Measure Z Citizens Oversight Committee to serve a three-year term expiring on August 31, 2015.