



BUSINESS ADVISORY COMMITTEE
Tuesday, June 9, 2015 at 5:30pm
383 Main Street, City of Brawley
Administrative Building Council Chambers

Committee Members:

Sean Wilcock, Chairperson
Alan Huber, Vice-Chairperson
Sarah Chairez
Lupe Navarro
Audrey Noriega
Monica Torres
Kenny Robertson

Ex-officio Members:

Donnie Wharton, Council Member
Rosanna B. Moore, City Manager
Jason Zara, Executive Director

Agenda

Call to Order & Roll Call

Approval of the Agenda

Public Comments

Presentation

- Presentation of City of Brawley FY 2015/2016 Projects.

Consent Agenda

- Approval of Minutes of January 13 and May 4, 2015.

New Business

- Discussion regarding formation of the Brawley Business Guide.

Committee Member Comments/Remarks

Adjournment



MEMORANDUM

Date: 15 May 2015

To: Mayor George A. Nava and Members of the Brawley City Council

From: Rosanna Bayon Moore, City Manager

Re: City Manager's Recommended Fiscal Year (FY) 2015/2016 Overall Budget

Per Section 2.54(h) of the City of Brawley Municipal Code, the proposed budget is presented to the Mayor and Council for review and approval. Salary schedules for City employees were incorporated into the budget to reflect current Memoranda of Understanding with the various bargaining units.

A number of key features are reflected in the proposed FY 2015/2016 Overall Budget. The headings below are intended to provide highlights and context for the City Council's consideration.

City Council Priorities. The Brawley City Council hosted three public discussions in a workshop format as follows:

- Workshop No. 1: Strategic Planning Session on March 3, 2015
- Workshop No. 2: FY 2015/2016 General Fund Budget on April 7, 2015
- Workshop No. 3: FY 2015/2016 Enterprise and Special Funds on April 21, 2015

The Strategic Planning Workshop aimed to establish a clear vision, set common goals and build City Council consensus in a manner that maximizes City resources and minimizes risk. City Council goals and accomplishments were revisited for FY 2014/15. Numerous projects were identified as rollover activities for 2015/16.

City Council consensus established that FY 2015/16 City priorities are:

- Financial stability
- Business attraction & retention
- Reliable water, sewer & stormwater infrastructure
- Clean and attractive City
- Decent streets, public safety and timely City ordinance amendments assumed as "given"

The proposed FY 2015/2016 Overall Budget aims to capture City Council consensus reached through the public process of budget preparation. The above-defined priorities are of significant assistance to the City's design and delivery of its public services in the next fiscal year and beyond.

FY 2015/2016 Overall Budget. The proposed FY 2015/2016 Overall Budget includes a beginning balance of \$35,229,634, current revenues in the amount of \$47,981,205, current expenditures in the amount of

\$52,623,270 and \$19,055,863 in capital improvement projects. It is anticipated that FY 2015/2016 will close with an ending balance of \$30,587,569.

General Fund Revenue Horizon & Expenditure Estimates. General Fund revenues and expenditures are estimated as balanced in FY 2015/2016. In conformance with Proposition 218 noticing, Consumer Price Index (CPI) increases are projected in September 2015 to commercial water rates, in addition to commercial and residential wastewater rates. In October 2015, CPI adjustments are projected to apply to residential water rates. These known adjustments have a calculated effect on the Utility User Tax revenue source that is directed to the General Fund. Although a the City of Brawley Rate Study is scheduled for potential City Council action in FY 2015/16, no water and sewer rate changes are assumed in General Fund revenue estimates.

Proposed Staffing Approach for General Fund Positions. In FY 2015/16, the City of Brawley will maintain all staffing levels for General Fund supported positions consistent with FY 2014/15. The only staffing change proposed for FY 2015/16 is implementation of year three of four to add a Firefighter position to the Brawley Fire Department.

General Fund Reserve Use. A focused City Council-led effort has been undertaken to restrict the use of the General Fund Reserve for regular and scheduled operational expenses. No General Fund Reserve use is proposed for FY 2015/16 to support operational expenses. However, use of the General Fund Reserve is proposed for:

- A second installment in the amount of \$133,333 toward the settlement of Regional Water Quality Control Board Stipulation and Order R7-2013-0068 per the Amendment to the Revised Payment Agreement dated 15 May 2014.
- A total of \$380,700 in FY 2015/16 General Fund Reserve Capital Projects for next fiscal year. These include:

FY 2015/16 General Fund Reserve Capital Projects

Description	Est. Budget
Podium	\$5,000
One Rolling Gate at Fire Station No. 1	\$15,000
Three Marked Vehicles for the Police Department	\$140,000
Fence Replacement at Abe Gonzales Park	\$27,500
Water Fountain Replacement at Abe Gonzales & Hinojosa Parks	\$10,000
Playground Equipment Repair at Jeff Thornton Park	\$12,000
Bleacher Replacement at Abe Gonzales & Hinojosa Parks	\$41,200
File Archiving for Information Technology	\$30,000
Firewall Refresh for Information Technology	\$10,000
Point to Point Wireless Project for Public Works and Parks & Recreation	\$20,000
Three Rolling Gates at Public Works Yard	\$60,000
Onsite Parking Improvements at Public Works Yard	\$10,000
Total	\$380,700

Set Aside Per the General Fund Reserve Preservation Policy. In February of 2012, the City Council adopted the City of Brawley General Fund Reserve Preservation Policy which provides for a “rainy day fund” that is equal to 15% of General Fund expenditures. The Council’s goal was to define reliable parameters for structural financial management. Per the City’s adopted policy, the 15% minimum reserve will be met with the set aside of \$2,200,251. Deducting \$2,200,251 will result in an estimated fund balance of \$1,793,475 at the close of FY 2015/2016.

California Joint Powers Insurance Authority (CJPIA) Transition from Retrospective to Prospective Contributions. CJPIA provides the City of Brawley with General Liability and Workers Compensation coverage. Cost centers for the City’s insurance policies are designated based on employee classification and related work activities. As CJPIA has transitioned its funding model from retrospective to prospective deposits, the City is obligated to fully fund past claims. Various payment arrangements are currently in place for FY 2015/16. These include:

- The third of seven installments in the amount of \$93,185 for the 2012 Joint Powers Insurance Authority (CJPIA) Liability Program Retrospective Deposit
- The second and final installment in the amount of \$162,877 for the 2013 CJPIA Liability Program Retrospective Deposit
- The first of six scheduled payments of \$94,404 for the 2014 Workers Compensation Program Retrospective Deposit.

Investment in Downtown Core. The City is actively pursuing efforts with financial support from special and enterprise funds. A number of projects were initiated in 2014/15 but will be fully accomplished in 2015/16. A \$1.5M water line replacement project that spans Main Street from 1st Street to 8th Street is currently in the design phase and scheduled for project completion in the next FY. Also in the design phase, the Plaza Street Lighting Project is proposed for completion at \$600,000 for two of three phases, utilizing Motor Vehicle Fuel Tax (State of California Gas Tax) funding.

Water Enterprise Fund Loan Re-Payment to Wastewater Enterprise Fund. On January 19, 2010, the Wastewater Enterprise Fund advanced \$1,605,839 to the Water Enterprise Fund. At the time of City Council approval, future receipts were anticipated to allow for repayment of the loan over a term of 3 years. Between 2010 and 2013, the Water Enterprise Fund was unable to fulfill its obligations due to the limited availability of surplus revenue. In FY 2013/2014, the Brawley City Council approved a 15 year repayment arrangement of \$102,308 per year with the final payment scheduled for July 2029. The interest rate of .2850% is calculated at \$37,222 for the 15 year period for a total cost of \$1,643,061. The payment for year 3 of 15 is assumed for Fiscal Year 2015/2016.

Items for Future Consideration. The budgeting process is intended to define the financial constraints within which the City delivers its services. A midyear review shall be prepared in early 2016 to track the City’s performance to estimated revenues and expenditures.



2015/2016 Overall Budget General, Enterprise and Special Funds

19 May 2015

City Council Chambers

383 Main Street

Outcomes for Tonight's Meeting

- Presentation of a 2015/16 balanced budget
- Highlights of overall budget
- Best estimates for revenues & expenditures
- Questions & comments
- Budget adoption

FY 2015/2016 At a Glance

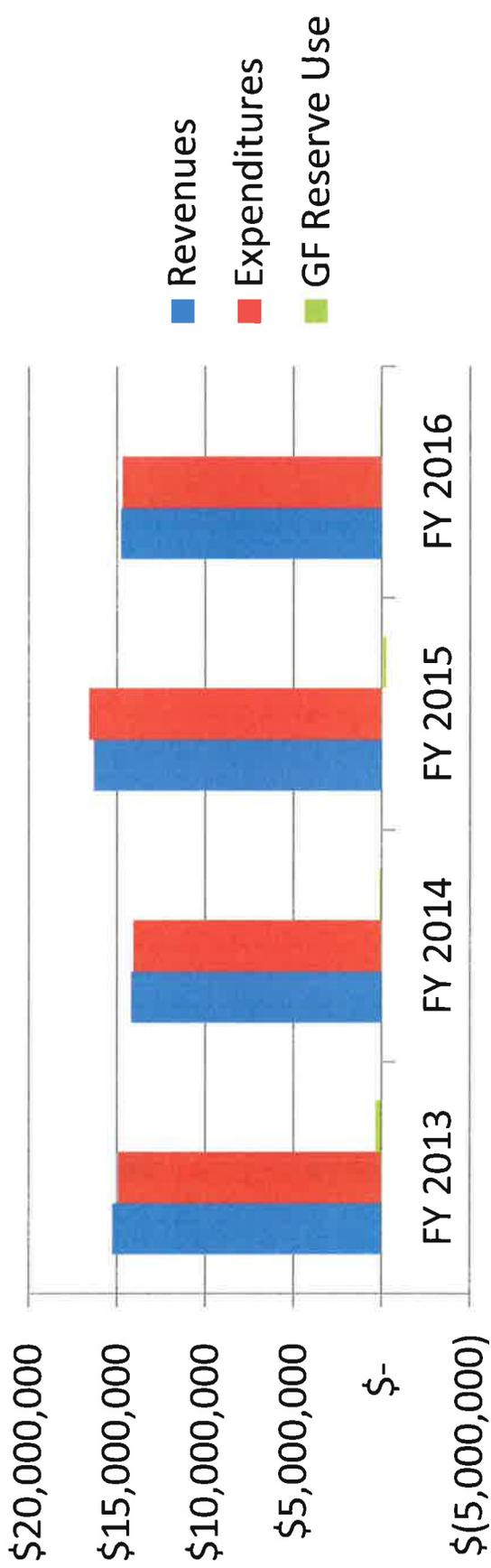
Total Recommended Budget	\$52,623,270
General Fund	\$15,182,370
Streets	\$8,256,000
Water	\$9,074,921
Wastewater	\$7,767,726
Solid Waste	\$1,320,848
Airport	\$792,605
Maintenance	\$905,027
Risk Management	\$2,987,465

Key Assumptions

- Service levels maintained
- Adjustments for MOUs, CJPIA
- Carryover of prior projects
- ADA Improvements
- General Fund Reserve Preservation Policy

General Fund by Revenues, Expenses & Reserve Use

Fiscal Year	Revenues	Expenditures	GF Reserve Use
2013	\$15,276,960	\$14,912,318	\$364,642 credit
2014	\$14,209,935	\$14,054,305	\$155,630 credit
2015*	\$16,312,676	\$16,556,275	\$243,599
2016**	\$14,791,543	\$14,668,337	\$123,206 credit



* Per adopted 2014/2015 budget

** Excludes capital projects and RWQCB fine

General Fund vs. Other Funds FT Staffing



NOTE: Seven elected positions are included in the total GF counts.

* Proposed

Planning & Community Devt.

- Planning Tech
- Replacement of two 5-Ton AC's

Info Technology

- File Archiving System
- Firewall Refresh
- Two Dept Network Infrastructure Upgrade

Library

- Exterior Paint Project to include Planning and Finance

Finance

- TOT Audit

Citywide

- Website Enhancements
- Customer Service Initiative
- Overall City A/C Maintenance Contract
- Podium

Parks & Rec

- Alyce Gereaux Park Renovation
- Meserve Restroom Project
- Parking Lot Project at Senior Center
- Downtown Beautification Project
- Fence Replacement Project at Gonzales
- Water Fountain & Bleacher Replacement at Gonzales and Hinojosa
- Plaza Park Lighting Project
- Playground Equipment Repair at Jeff Thornton
- ***Current staffing levels with continued utilization of temporary staffing***

Public Safety

- Year 3 of 4 for Additional Firefighter
- Fire Apparatus Acquisition
- FS1 Flooring Replacement Project
- FS1 Window Replacement Project
- FS1 Parking Lot & Rolling Gate Project
- Three Replacement Patrol Units

Public Works

- LTA Phase X and XI Projects
- Preliminary Engineering Report for Main Street Lighting Project between Eastern and Best
- South Palm Ave. Rehab
- Street Striping Project
- La Paloma Subdivision Priority 2 Improvements

Public Works

- Bike Lane Striping Project
- Illuminated Crosswalks
- Phase 2 of Planters, Benches and Bike Racks
- Pedestrian Improvements at 1st St between Main Street and A
- B Street Pedestrian & ADA Improvements between 8th and Cesar Chavez
- Focused Main St. ADA Improvements between 6th and Main
- ADA Improvements to IVT Routes
- ADA Improvements & Bus Shelters for Gold Line

Public Works

- Main St., I St. and 1st St Water Line Replacement
- Programmable Logic Controller (PLC) Repair Phase 1
- Pond Liner Wall Replacement
- Valve Replacement Project
- Sedimentation Basin Repair & Repair of Air Vents on Finish Water Reservoirs

Public Works

- Sewer Line Replacement project on Adler Street and alley, from 7th to 8th St. between Magnolia and A St
- Stormwater Management Program Development
- UV Bulbs and UV Analyzer Replacement
- Biosolids Study
- Step Screens, Equipment Shades and Covers
- Manhole Rehab

Public Works

- PW Yard - Parking Lot, Rolling Gates, On Site Parking Improvements, Maintenance Shop Shade
- Airport Runway Safety Improvement Project

Other Contributions

- Chamber of Commerce \$10,000
- IVEDC \$5,000
- Imperial County Film Commission \$5,000
- California League of Cities \$10,487
- Southern California Association of Governments \$2,750
- California Association for Local Economic Development \$465
- International Council of Shopping Centers \$100

Questions?



BUSINESS ADVISORY COMMITTEE
383 Main Street, City of Brawley
Administrative Building Council Chambers
January 13, 2015

MINUTES

Call to Order

The meeting was called to order at 5:30 p.m.

Roll Call

Members Present: Sarah Chairez, Alan Huber, Lupe Navarro, Audrey Noriega,
Sean Wilcock

Members Absent: None

Ex Officio Members Present: Rosanna Bayon Moore, City Manager
Jason Zara, Brawley Chamber of Commerce Exec. Director
Donald Wharton, City Council Member

Approval of the Agenda

Motion: Approved as presented. ***Huber/Navarro 5-0***

1. **Public Comments**

None

2. **Presentations**

None

3. **Consent Agenda**

a. ***Motion:*** To approve Minutes of December 9, 2014. ***Navarro/Huber 5-0***

4. **New Business**

a. **Discussion regarding future priorities of the Business Advisory Committee**

Ex Officio Member Donnie Wharton led the discussion regarding strategic content for the committee to consider and make recommendations to the City Council.

Ex-Officio Member Bayon Moore provided background information regarding the formation of the BAC. The intent was to create a direct line of communication with the business community and a body that could be a hearing panel for timely topics that could be raised through that venue and eventually reach the hands of Council Members. The BAC is distinct and apart from the entities that are already doing great work in the community, such as IVEDC and the Brawley Chamber of Commerce. Future content includes regulations, fee structures, timing of conditions, and a desire to see how the City compares against other jurisdictions.

Ex Officio Wharton described the City's customer service initiative. The goal is developing City staff that are oriented toward being helpful, responsive problem solvers.

Ex Officio Member Zara and announced that starting in March the Chamber will have quarterly business forums. This is a public meeting when members are given the floor to bring their ideas, issues or questions.

Member Navarro directed for further discussion on various topics, including the URM inventory of buildings.

The funds that are available will be best spent at the Finance Department to have one department to be the facilitator. Employee's deal with customers on a day to day, having their ideas that might be helpful and probably it's just minor changes to improve customer service. Look into what other neighboring cities works there and implement some processes here to streamline. Some areas that can be implemented are technology to free up staff time and make the process easier. Business attraction is important, customer service improvements, marketing and social media. Lets develop a checklist, manual or welcome packet that can be located at the Brawley Chamber and various locations.

5. Committee Member Comments/Remarks

Ex Officio Moore provided an update to the BAC re: the Brawley Beautiful Initiative and several downtown projects, including site plan approval of an Adult Day Care at the former Brawley Billards site. A major water line project is in the design phase for Main Street 1st Street to 8th Street. A small scale beautification project across from the Transit Station is planned and Plaza lighting is in the design phase for the downtown.

6. Next Meeting Date

The Business Advisory Committee adjourned to March 19, 2015 at 5:30PM.

7. Adjournment

There being no further business before the Business Advisory Committee, the meeting was adjourned at 6:45PM.



BUSINESS ADVISORY COMMITTEE
383 Main Street, City of Brawley
Administrative Building Council Chambers
May 4, 2015

MINUTES

Call to Order

The meeting was called to order at 5:30 p.m.

Roll Call

Members Present: Lupe Navarro, Audrey Noriega, Kenny Robertson, Sean Wilcock

Members Absent: Alan Huber and Sarah Chairez

Ex Officio Members Present: Rosanna Bayon Moore, City Manager
Jason Zara, Brawley Chamber of Commerce Exec. Director
Donald Wharton, City Council Member

Committee Member Monica Torres joined meeting at 5:35 p.m.

Approval of the Agenda

Motion: Approved as presented. Navarro/Noriega 5-0

8. **Public Comments**

None

9. **Presentations**

Introduction of two new committee members Monica Torres and Kenny Robertson

10. New Business

b. Discussion regarding RV and Mobile Home Park Project located at the Northwest corner of River Drive and North Palm Avenue

Jay Goyal, project proponent, provided a presentation. A **motion** was made to accept construction of the RV and Mobile Home Park Project as stated. Navarro/ Noriega 4-1, Wilcock no.

11. Committee Member Comments/Remarks

Ex Officio Moore, updated the BAC on various projects, including QuickLane, Florentine and Valencia Estates, Raspados Avenue, Clinicas del Salud, G Street demolition, Behavior Health Clinic and former A Plus Furniture site. Provided update re: legislative request to Senator Ben Hueso for assistance with the demolition of 8th an G Street, Luckey Ranch, One World Beef.

Ex Officio Zara announced the grand opening for the PMH Wound Center and Divine Fitness opening on G Street, and the upcoming Branding Iron Award event on June 4th.

Ex Officio Wharton commented on 25+ new business that have opened in the City of Brawley.

Jay Goyal announced the soft grand opening for the Shell Gas Station.

12. Next Meeting Date

The Business Advisory Committee adjourned to June 9, 2015 at 5:30PM.

13. Adjournment

There being no further business before the Business Advisory Committee, the meeting was adjourned at 7:10PM.