

Citizens' Finance Advisory Commission Minutes

March 10th – 6:00 PM

City of Loveland Council Chambers, 500 E. 3rd Street, Loveland, CO 80537

Committee Members Present: Ralph Trenary, Jon Smela, Jodi Radke, Jim Atkins, Shane Unfred.

Staff & Liaisons Present: Renee Wheeler, Cathleen McEwen.

CALL TO ORDER:

Ralph Trenary called the meeting to order at 6:38 PM.

APPROVAL OF MINUTES:

Ralph asked if there were any changes to the February minutes. **Motion was made and seconded to approve the minutes as submitted. Motion passed 5-0.**

REGULAR AGENDA:

CFAC Vacancies

Ralph announced the interview with Ryan before the meeting. He asked if we should seek additional alternate members. Discussion ensued regarding the ability to find enough participants to have alternates. **Motion was made that CFAC should establish an "Outreach Subcommittee" to identify speaking opportunities, and provide a CFAC member as speaker, to community service clubs, professional groups, educational activities and clubs, and other venues as may be available. The purpose of such speaking opportunities would be to educate the target audiences upon specifically the role of CFAC in the governance of the City of Loveland and the need and opportunity for qualified individuals to participate in same; and generally to educate the target audiences about the existence and role of all citizen committees in the governance of the City of Loveland. Motion was seconded and passed 5-0.**

Discussion was held regarding increasing the commission membership size to eleven in an effort to increase the quorum. However, there was concern that if the commission is having difficulty filling nine positions that eleven would also be difficult and the commission should focus on recruitment rather than membership numbers. Further discussion ensued regarding marketing strategies and formation of a subcommittee to form strategies to promote participation. A suggestion was made to consult with the City's Public Information Officer to do features on commission using the utility billing insert, Reporter Herald publication, and continuous slide on cable. Discussion continued regarding the need to improve public message.

Summit Report

Members were given a copy of the summit report and comments were made regarding the summit. Additional interaction with other boards and commissions were suggested. Decision was made to continue the topic of rotating CFAC members to attend City Council meetings.

Youth Advisory Commission observer to CFAC will be tabled until next month as a discussion item.

REPORTS:

Council update

Cathleen had questions regarding sales tax anomalies. Renee will ask the Revenue Manager to draft a white paper on the variances for sales tax collection within the GEO codes.

Director update

Renee gave a brief report on Economic development and suggested to invite Betsey Hale to a meeting to discuss the report. Commission agreed and Renee will contact Betsey to see when she would be available to attend a meeting.

OLD BUSINESS:

Project Planning for the Year

Commission began discussing the proposed work plan. Discussion on the link between April Financial Checkup recommendation and a strategy to building foundational knowledge of the budget towards finishing 2011 and preparing

for 2012 /2013 continued. Suggestion was made to form subcommittees linked to certain City departments. Further discussion of the need to stay at the project level began.

Agreement was made that more discussion is needed for a final plan for budget preparation with possible subcommittee and preparation for 2012 and 2013.

Goals & Subcommittees

Ralph noted his goals and possible subcommittees. Commission decided to discuss these goals at the next meeting. Below is the list of draft goals.

- 2012/2013 fiscal strategy
- 2011 budget preparation
- Community outreach
- Performance measurement report to citizens
- 60/61/101 community outreach

NEW BUSINESS:

New Ballot Initiatives

Discussion was made to do research and reading on new ballot initiatives before next meeting. **Motion was made to create a subcommittee to examine possible community outreach and citizen education on those three initiatives. Motion was seconded and passed 5-0.**

Question was raised as to the members' roles and Cathleen to ask City Council how CFAC could best support them such as assign CFAC to analyze issues.

ADJOURNMENT:

Motion was made to adjourn. Seconded, approved and adjourned at 8:15 PM.

Minutes respectfully submitted,

Dawn Wirth, Secretary to the Board