



SPECIAL MEETING

TOWN OF LOS GATOS TOWN COUNCIL AD HOC CITIZEN COMMITTEE

Town Council Ad Hoc Citizen Committee

Marico Sayoc, Vice Mayor

Steve Leonardis, Council Member

Lee Fagot, Resident

Mark Robinson, Resident

Jak Van Nada, Resident

AGENDA

**TOWN COUNCIL CHAMBERS
110 EAST MAIN STREET**

May 31, 2016 – 12:30 P.M.

MEETING CALLED TO ORDER

ROLL CALL

VERBAL COMMUNICATIONS *(Three minute time limit)*

1. Approve the March 22, 2016 Ad Hoc Committee Draft Minutes
2. Discuss the polling results
3. Formulate ballot measure recommendations for Town Council consideration

ADJOURNMENT

Attachments:

1. March 22, 2016 Ad Hoc Committee Draft Minutes (Item 1)
2. Polling Results (Item 2)

cc: Post *(also posted on Town Web)*
Town Council

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Town Manager's Office at (408) 354-6834. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting [28 CFR §35.102-35.104]

DRAFT

TOWN OF LOS GATOS
AD HOC CITIZEN COMMITTEE
March 22, 2016, 1:00 p.m.

110 E. Main Street
Town Council Chambers
Los Gatos, California

MINUTES

Call to Order

The Ad Hoc Citizen Committee meeting was called to order at 1:02 p.m.

Members and Staff present:

Chair Lee Fagot, Resident
Vice Chair Mark Robinson, Resident
Vice Mayor Marico Sayoc
Council Member Steve Leonardis
Jak Van Nada, Resident
Laurel Prevetti, Town Manager
Stephen Conway, Finance Director
Rob Schultz, Town Attorney
Christina Gilmore, Assistant to the Town Manager

Consultants participating by phone:

Catherine Lew, The Lew Edwards Group
Bryan Godbe, Godbe Research

Verbal Communications

None.

Agenda Items

1. Approve the February 26, 2016 Ad Hoc Committee Draft Minutes

The Committee unanimously approved the draft minutes with no changes.

2. Ad Hoc Citizen Committee Next Steps

- a. Review Town Council direction from March 15, 2016
- b. Discussion with Consultants regarding roles and expectations

The Committee discussed the Town Council direction from the March 15, 2016 meeting and provided the following input to the consultants on potential topics to be included in the polling:

- General satisfaction with Town services
- Capital Improvement Projects (CIP)
- Infrastructure

Staff will contact the Committee to schedule the next Committee meeting to review the results of the polling and to formulate final recommendations for a ballot measure for Town Council consideration at its June meeting.

Adjourned at 2:12 p.m.



MEETING DATE: 05/31/16
ITEMS NO: 2 and 3

AD HOC CITIZEN COMMITTEE REPORT

DATE: MAY 26, 2016
TO: AD HOC CITIZENS COMMITTEE
FROM: LAUREL PREVETTI, TOWN MANAGER *Laurel Prevetti*
SUBJECT: DISCUSS THE BALLOT MEASURE POLLING RESULTS AND FORMULATE
BALLOT MEASURE RECOMMENDATION(S) FOR TOWN COUNCIL
CONSIDERATION

RECOMMENDATION:

Based on the ballot measure polling results and other considerations, formulate ballot measure recommendation(s) for Town Council consideration.

BACKGROUND:

At its March 15, 2016 meeting, the Town Council accepted a recommendation from the Ad Hoc Committee to enter into consulting agreements with both a lead consulting firm [The Lew Edwards Group (LEG)] and a public opinion research company (Godbe Research) to conduct polling for a sales tax revenue or a Utility User Tax (UUT) revenue ballot measure for consideration during the November 2016 general election. At its last meeting, the Ad Hoc Citizen Committee discussed the survey with the consultants and provided input as documented in the minutes.

DISCUSSION:

A phone and internet survey of approximately 400 Town of Los Gatos residents was conducted by Godbe Research in late April/early May. At the May 31 meeting, the consultants will provide a slide deck presentation of the topline survey results and the tested ballot language to the Committee. Based on the results of the survey, the Committee can formulate its recommendation(s) regarding a potential ballot measure for Town Council review and consideration at its June 7, 2016 meeting. A summary of the proposed ballot measure options for Committee discussion is presented below:

- ¼ or ½ cent Sales Tax with a 9-year sunset date (2026)
- ¼ or ½ cent Sales Tax with a 25-year sunset date (2042)

PREPARED BY:

Steve Conway
STEVE CONWAY
Finance Director

Christina Gilmore
CHRISTINA GILMORE
Assistant to the Town Manager

Reviewed by: _____ Assistant Town Manager _____ Town Attorney _____ Finance

PAGE 2

AD HOC CITIZENS COMMITTEE

SUBJECT: HEAR THE BALLOT MEASURE POLLING RESULTS AND FORMULATE A BALLOT
MEASURE RECOMMENDATION AND PRIORITIZATION FOR TOWN COUNCIL
CONSIDERATION

MAY 26, 2016

DISCUSSION (cont'd):

- 2% increase in Transit Occupancy Tax (TOT)
- A proposed User Utility Tax (UUT) up to 5% and divided in 1% increments over the following utilities:
 - Phone/Mobile Phone
 - Electricity
 - Gas
 - Water
 - Cable Television
 - Waste Management

CONCLUSION AND NEXT STEPS:

Following the Committee's discussion, staff will prepare a staff report with the Committee's recommendations to be presented to the Town Council for their review and consideration at its June 7, 2016 Town Council meeting.

COORDINATION:

The preparation of this report was coordinated with the Finance Director, the Town Attorney, the Clerk Department, and the Town Manager's Office.