

MARIN COUNTY COUNCIL OF MAYORS AND COUNCILMEMBERS

DRAFT

MINUTES

Wednesday, June 28, 2017

Hosted by the Town of San Anselmo

Dinner at Imagination Park & Meeting at San Anselmo Town Council Chambers

541 San Anselmo Avenue, San Anselmo

Members Present

- Belvedere: Kemnitzer, McAuliffe, Winter
- Corte Madera: Bailey
- Fairfax: Coler, Lacques, Reed
- Larkspur: Chu, Hillmer
- Mill Valley: McCauley, Moulton-Peters
- Novato: Drew, Eklund, Lucan
- Ross: Brekhus, Robbins, Russell
- San Anselmo: Brown, Coleman, Greene
- San Rafael: Bushey, Gamblin; McCullough
- Sausalito: Burns, Cox, Hoffman, Withy
- Tiburon: Fredericks

Ex Officio: Fairfax Town Manager Garrett Toy; Larkspur City Manager Dan Schwarz; Mill Valley City Manager Jim McCann; San Anselmo Town Manager David Donery Vaughn; MCCMC Secretary Rebecca

Guests were: Central Marin Police Authority Chief Michael Norton, Guest Speaker Charlie Francis

Call to Order

President Bailey called the meeting to order at 7:15 p.m. and welcomed everyone to the Marin County Council of Mayors and Councilmembers for June 28, 2017.

Public Comment

1. Andrew McCullough, San Rafael: There has been discussion about reforming/relaunching the pension reform committee that was launched in 2010 by Larry Chu. After the committee's work was done, the group issued a report and 'tool kit' in 2011. But much has happened since 2011. Statewide reform was enacted under the auspices of PEPR. Most recently, there were two grand jury reports issued this year, one on OPEB and one on pensions. The question has risen, "Should MCCMC go back pick up where it left off and also take a closer look at OPEB"? Councilmember McCullough asked for a show of hands signifying interest in putting together a proposal, talking to Executive Committee / Mayors Select Committee and getting an item on an agenda for future consideration. (Show of hands indicated majority interest in pursuing the reformation of the committee)

President Bailey asked for further public comment. Seeing none, he then asked for a motion to reorder the agenda in the following manner:

1. To have Dan Hillmer present a Committee Report regarding Sonoma/Marin Area Rail Transit (SMART), which currently is not on the agenda.

- 1 2. To change the order of officer elections and elect the MCCMC President after the election of
2 the Vice President in order to have a Vice President to close the meeting upon conclusion of
3 the election.
4 There was a motion/second (Eklund/Moulton-Peters) to reorder the agenda as indicated. The
5 motion passed by acclamation.
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9 **Welcome and Introduction of Guests**

10 Mayor Kay Coleman welcomed everyone to the Town of San Rafael. She introduced the
11 following members of the San Anselmo Town Council present: Ford Greene and Matt
12 Brown. The following Town staff were introduced: Town Manager David Donery, Assistant
13 Town Manager/Town Librarian Linda Kenton, Community Services Director Danielle Mauk,
14 Public Works Director Sean Condry, Planning Director Elise Semonian, Finance Director
15 Helen Yu-Scott, CMPA Chief Michael Norton, Acting Fire Chief Dan Mahoney, staff members
16 Dana Gibson and Mattie O’Grady. She also thanked Town Clerk Carla Kacmar for leading
17 the organization of this event.
18

19 Mayor Coleman reiterated that they wanted to showcase San Anselmo, with Ensalata’s
20 catering the dinner, and hors d’oeuvres from several different local restaurants Cucina,
21 Comforts, Pizzalina and Stefano’s, and also the balsamics used in the drinks were from local
22 shop Amphora Nueva. Finally, there are two really good wines being served from Michael
23 Schwab and John Paye, who has a vineyard in Marin County.
24

25 Mayor Coleman provided a brief history about Imagination Park. It does not belong to the
26 town. George Lucas bought the drug store building, tore it down, built the park and gave it to
27 the San Anselmo Community Foundation.
28

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31 **4. Presentation: None**
32

33 **5. Committee Reports:**

- 34 5.a. Association of Bay Area Governments – Councilmember Pat Eklund thanked Joe Burns
35 (Sausalito), Pam Drew (Novato), Renee Goddard (Fairfax), Kevin Harroff (Larkspur), Sashi
36 McEntee (Mill Valley), Marty Winter (Belvedere), Dennis Rodoni (Board of Supervisors) all
37 came to the General Assembly meeting. July 1 marks the starting date of the merger of
38 ABAG and MTC. We are losing two ABAG staff who really fought for Marin in the merger:
39 _____ and _____. At the end of July, we will be approving the Plan and Final EIR for
40 Plan Bay Area. Hopefully we will be able to get some of the Plan of Action items changed.
41
- 42 5.b. Golden Gate Bridge, Highway and Transportation District – Councilmember Alice Fredericks
43 reported that she is now the Vice Chair of the finance committee and is the District’s
44 representative to the Amalgamated Transit Union pension fund. She reminded everyone that
45 the Northbound lanes are closed to the SF marathon coming up. Over 15,000 runners
46 expected to go over bridge on July 23. The next bus app for smartphones is on the radar.
47 They have approved two new locations for communications equipment and change in vendor
48 for collection of bus location data. And after these two projects are completed we will be able
49 to update the bus app that will tell you when the next bus will show up.
50

51 The district has been experiencing a decline of 7.5% in Marin, this decline is due to several
52 reasons: Lower gas prices, availability of drivers licenses for undocumented workers, heavy
53 traffic which minimizes the advantages of using public transit, aging/retiring workforce which

1 is not being replaced by younger commuting workers, increase in telecommuting on Mondays
2 and Fridays, elimination of runs due to duplicative runs provided by Marin Transit Services.
3 Even still, 20% of trips across the Golden Gate Bridge are on Golden Gate Transit buses.
4 Ferry ridership is also declining because ferries and parking has reached capacity.
5

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7 5.c. MCCMC Legislative Committee – Councilmember Fredericks reported that SB 649 is still
8 alive. It is the Small Cell bill , it has been amended and sold has something that gives local
9 governments back some land use control over how small cell equipment is positioned and
10 built in their communities. It allows for some ministerial review for staff, but still guts
11 meaningful local control. It limits ability to negotiate lease agreements, limits ability to use
12 poles for local public safety and caps revenue amounts from leasing public rights of way and
13 pre-empts use by local gas/water/power utilities in the right of way.
14

15 5.d. Transportation Authority of Marin – Councilmember Fredericks reported that work is
16 progressing on sales tax expenditure plan reauthorization, the next step is upcoming
17 meetings for the sales tax expenditure advisory committee. It will work on developing
18 consensus on draft scenarios for transportation needs for Marin. They are dealing with
19 crossing guard program. Recent surveys showed that people believed it to be a good use of
20 funds. Funding need is still a challenge, there are a147 possible sites nominated on the
21 master list, last year TAM funded 82 crossing guards plus 8 additional ones that local schools
22 paid for.
23

24 Regarding the Richmond San Rafael Bridge: The opening of the third vehicle lane is
25 expected in Summer 2017. The two way bike lane is expected to open by the end of 2018,
26 the delay is due to the need for safety improvements on the Marin-side ramp, the San
27 Quentin ramp and East Sir Francis Drake.
28

29 5.e. Sonoma-Marin Area Rail Transit (SMART) – Councilmember Dan Hillmer discussed the
30 recent Press Release from SMART. He reported that SMART will begin a soft launch this
31 week with free preview rides. There will be three special runs this week. Round trip preview
32 rides from Rohnert Park to Marin Civic Center, from Santa Rosa Downtown to Novato/San
33 Marin, Petaluma Downtown to San Rafael and Sonoma County Airport to Petaluma
34 Downtown. He also announced the times at which the preview rides will run in conjunction
35 with the Marin County Fair.
36

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38 **6. Program / Guest Speaker**
39 **Speaker: Charlie Francis, OpenGov**
40 **Presentation: Transparency in Local Government**
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43 Mayor Coleman introduced guest speaker Charlie Francis, explaining that she first met Mr. Francis
44 at a League of California Cities conference and was fascinated with the manipulation of numbers
45 that one is able to do with OpenGov. The City of Sausalito can vouch for his expertise in budget
46 balancing.
47

48 Mr. Francis began his presentation by stating that we need to revive the love of our cities, and fiscal
49 transparency initiatives are a part of that.
50

1 He then introduced the idea of C.A.V.E. men, ie: Citizens Against Virtually Everything. People with
2 this mindset tend to focus on problems instead of solutions. Mr. Francis explained that the most
3 dangerous person in the public realm is the articulate incompetent, who is able to make doing the
4 wrong thing sound so right. He spoke about “fake news” and how it hits at our democracy. If we can’t
5 agree on facts, then there is no room for debate anymore. And without debate, we cannot build
6 consensus.

7

8 Mr. Francis spoke about a 2010 Gallup poll that showed that 40% of respondents felt unattached to
9 their community, 36% were neutral, and 24% felt attached. As he stated previously, we need more
10 people to love our communities.

11

12 He feels that we need to give tools to our silent majority to get our meetings back. More and more
13 local governments are pursuing financial transparency initiatives.

14

15 Transparency Site Best Practices:

- 16 1. Show comprehensive data. Too many times, we put PDFs up and think that is sufficient. You
17 need to show multiple years of data, expenses/revenue/and (ideally) equity, multiple views
18 and /or filters, transactional information
- 19 2. Create a one-stop shop for information: you want to be able to find everything in one place
20 without having to search through silos. We created a FAQ to answer commonly asked
21 questions about our budget
- 22 3. Present your data in an inviting and intuitive format – can you explore the data? Can you
23 search the data? Can you sort the data? Can you analyze the data? Can you answer your
24 questions easily?
- 25 4. Provide information around-the-clock on any device – Cost efficiency, security, save staff
26 time, integrations, predictable pricing
- 27 5. Make your site useful to staff: answer common staff questions, save time, answer questions
28 in real time, improve decision making
- 29 6. Use your data to drive stakeholder engagement
- 30 7. Social media integration, facilitate a conversation with citizens both online and offline, user-
31 friendly for other stakeholders

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33 Sausalito staff found that the CAVE people were active on the Nextdoor.com website, using
34 propaganda to get their message across. Then staff learned that other residents began using the
35 OpenGov links to dispel rumors. The transparency site was then being used to engage the
36 community.

37

38 Mr. Francis explained that there is a gap between the “city that we desire” and the “city that we can
39 afford”. We need to find more people that are emotionally engaged, more people who are willing to
40 fight for their community. This will help create cities that are loveable.

41

42 Question: Steve Landmire, San Anselmo resident: There are a lot of services that the city does not
43 provide (fire, police, etc.). Would it be valuable for all of the JPAs to have similar transparency
44 initiatives?

45

1 Response: In Sausalito, expenditure growth was exceeding revenue growth and one of the drivers
2 was the Fire Department. This led to a discussion of options, and through analysis of data, it was
3 determined that the most cost-effective way to manage Fire Department costs was to have the
4 neighboring district annex Sausalito Fire.

5
6 Question: Peter Lacques, Fairfax: What is your website? What is the cost to integrate your
7 accounting software with this interface, and how much lag time until the data appears on the
8 website?

9
10 Response: Sausalito now has a portal for all of the financial information, and a link that takes you to
11 Sausalito's OpenGov site. You pay an annual subscription fee and it is hosted in the cloud data is
12 migrated from your accounting software and then you set the frequency of the data uploads, which
13 could be every hour, every day, etc.

14
15 Question: Stephanie Moulton-Peters, Mill Valley: Could we work together to develop OpenGov
16 collaboratively among the cities and towns in Marin?

17
18 Response: Mr. Francis thought that, for a project as broad as this, that pricing could be negotiated
19 with the OpenGov accounting department.

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21
22 **BUSINESS MEETING**

23
24 President Bailey thanked Mr. Francis and continued to the Business Meeting portion of the meeting.

25
26 7.a. Election of Executive Committee – Vice President for 2017-18 Term

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28 At the May 24, 2017 meeting, Ray Withy, Sausalito, was nominated by Denise Athas,
29 Novato, for the office of MCCMC Vice President for 2017-18. The nomination was seconded
30 by Jill Hoffman, Sausalito, and was approved by acclamation.

31
32 President Bailey asked for any additional nominations from the floor. Seeing none, President
33 Bailey called for a motion to close nominations.

34
35 There was a motion/second (Eklund/Coler) to close nominations for MCCMC Vice President.
36 The motion passed by acclamation.

37
38 There was a motion/second (Hillmer/Eklund) to elect Ray Withy, Sausalito, to serve as Vice
39 President of the Marin County Council of Mayors and Councilmembers for 2017-2018.
40 The motion passed by acclamation.

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42 7.b. Consideration and Possible Action to Approve the Proposed 2017-2018 Meeting Calendar
43 There was a motion/second (Eklund/Cox) to approve the minutes as corrected. The motion
44 passed by acclamation.

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46 7.c. Review of Draft of September 27, 2017 MCCMC Meeting Hosted by the City of San Rafael
47 There were no comments on the draft September 27, 2017 agenda.
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1 7.d. Approval of Minutes of May 28, 2017 MCCMC Meeting hosted by the Town of Ross
2 There was a motion/second (Fredericks/Coleman) to approve the minutes as corrected. The
3 motion passed by acclamation.
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5 7.e. Election of Executive Committee – President for 2017-18 Term
6 Kate Colin, San Rafael, was nominated by Dan Hillmer, Larkspur, for the office of MCCMC
7 President for 2017-18. The nomination was seconded by Maribeth Bushey, San Rafael, and
8 was approved by acclamation.
9

10 President Bailey asked for any additional nominations from the floor. Seeing none, President
11 Bailey called for a motion to close nominations.
12

13 There was a motion/second (Hillmer/Eklund) to close nominations for MCCMC President.
14 The motion passed by acclamation.
15

16 There was a motion/second (Eklund/Coleman) to elect Kate Colin, San Rafael, to serve as
17 President of the Marin County Council of Mayors and Councilmembers for 2017-2018. The
18 motion passed by acclamation.
19

20 Following the vote, the microphone was passed to Ray Withy, Sausalito. Vice President thanked
21 Sloan for his service and asked the membership to join him in a round of applause for
22 Councilmember Bailey.
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25 **Adjournment**

26 Vice President Withy thanked everyone for attending and adjourned the meeting at 8:40p.m.
27 to the next regular meeting scheduled for September 27, 2017 hosted by the City of San
28 Rafael.
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