



**SPECIAL CITY COUNCIL
MEETING MINUTES
THURSDAY, MAY 29, 2008**

Afternoon Session

2:30 P.M.

City Hall

130 Cremona Drive, Suite B
Goleta, California

Members of the City Council

Michael T. Bennett, Mayor
Roger S. Aceves, Mayor Pro Tempore
Jean W. Blois, Councilmember
Eric Onnen, Councilmember
Jonny Wallis, Councilmember

Daniel Singer, City Manager
Deborah Constantino, City Clerk
Julie Hayward Biggs, City Attorney

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Mayor Bennett called the meeting to order at 2:40 P.M., followed by the Pledge of Allegiance.

ROLL CALL OF CITY COUNCIL

Present: Mayor Bennett, Mayor Pro Tempore Aceves, *Councilmembers Blois, Onnen and Wallis.
*Councilmember Blois arrived at the dais at 2:43 P.M.

Absent: None

Staff Present: Daniel Singer, City Manager; Brian A. Pierik, City Attorney; Tina Rivera, Finance Director and Rheannon Parr, Deputy City Clerk.

PUBLIC FORUM

None

AMENDMENTS OR ADJUSTMENTS TO AGENDA

None

A. STUDY SESSION

A.1 Business License Study Results

Recommendations:

- A. Receive a presentation from Management Partners on the results and findings of the City's recent Business License study; and
- B. Provide direction to staff on potential actions related to the study results.

STAFF SPEAKERS:

Daniel Singer, City Manager
Brian A. Pierik, City Attorney
Tina Rivera, Finance Director

SPEAKERS:

Andrew Belknap, Management Partners, presented a PowerPoint presentation outlining the following goals:

- Establishment of an inventory of existing businesses within the City of Goleta.
- Comprehensive review of all Business License Program options.
- Determine the economic impacts of each option.
- Gauge community support and feasibility for the various Business License options.
- Provide information to the City Council so they can make an informed decision.

Jim Knight, representing the Goleta Valley Chamber of Commerce, spoke of the survey sent by the Goleta Valley Chamber of Commerce to local businesses and suggested a fee relief within the first two to four years to assist start up companies.

Tom Blabley, representing the Goleta Valley Chamber of Commerce, echoed comments made by Mr. Knight regarding the input from the Goleta Valley Chamber of Commerce Business License survey. He provided a description of the businesses surveyed and presented comments made by the local businesses.

Krista Pleiser, Government Affairs Director for the Santa Barbara Association of Realtors, stated she has been gathering comments from the Santa Barbara Association of Realtors members regarding the business license tax and stated the majority of the members are supportive of a tax and suggest an annual flat fee.

Kristen Amyx, President and CEO of Goleta Valley Chamber of Commerce, asked Council to consider the cost of doing business in Goleta and spoke to the high cost of housing and infrastructure needs. She stated the Chambers next step is to continue their survey or perhaps another survey with the exact costs to the businesses, secondly she requested Council to consider Measure A was on the 2008 General Election Ballot and would not want the Business License tax to compete with Measure A. She further expressed an interest to meet with Council to discuss an economic development program.

Staff was asked to: Check legal implications of relief of fee or tax; research incentives that would reduce fees for companies making non-profit contributions within the City; provide a breakdown of businesses included in the manufacturing category; create a specific business tax revenue model, bring back recommendations on how the City would allocate gross revenue, address incentives and startup concepts (gather community input and make adjustments as needed); discuss having an on-staff plan checker; reach out to businesses that are not Chamber members; establish a mailing list comprised of local businesses so that an information letter can be sent out; and build a module on the website that asks for response and will quantify those responses for Council.

ADJOURNMENT AT 4:53P.M.

Prepared by: Rheannon Parr, Deputy City Clerk

GOLETA CITY COUNCIL



MICHEAL T. BENNETT
MAYOR

ATTEST:



DEBORAH CONSTANTINO
CITY CLERK

