

**MAYOR:** LUPE ALVAREZ    **CITY ADMINISTRATOR:** REGAN M. CANDELARIO  
**MAYOR PRO TEM:** VIRGINIA PONCE    **CITY ATTORNEY:** DAVE FLEISHMAN  
**COUNCIL MEMBER:** JOHN SABEDRA    **CITY CLERK:** BRENDA HOFF  
**COUNCIL MEMBER:** JOHN LIZALDE    **CITY TREASURER:** PETRONA AMIDO  
**COUNCIL MEMBER:** ARISTON JULIAN

## AGENDA

### GUADALUPE CITY COUNCIL

**Special Meeting**  
**Wednesday, June 2, 2010**

**12:00 noon**  
**City Hall, Council Chambers**  
**918 Obispo Street, Guadalupe, CA 93434**

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a City meeting or other services offered by this City, please contact the City Clerk's office, (805) 356-3891. Notification of at least 24 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.*

*If you wish to speak concerning any item on the agenda, please complete the Request to Speak form that is provided at the rear of the Council Chambers prior to the completion of the staff report and hand the form to the City Clerk. **Note:** Staff Reports are available for inspection at the office of the City Administrator, City Hall, 918 Obispo Street, Guadalupe, California during regular business hours, 8:00 a.m. to 12:00 p.m. and 1:00 p.m. to 5:00 p.m., Monday through Friday; telephone (805) 356-3891.*

1. **CALL TO ORDER.** Mayor Lupe Alvarez.
2. **ROLL CALL.** Council Members Virginia Ponce, John Sabedra, John Lizalde, Ariston Julian and Mayor Lupe Alvarez.
3. **PLEDGE OF ALLEGIANCE.**


4. **UTILITY USERS TAX INCREASE.** That the City Council give staff direction on preparation of ballot measure regarding utility users tax increase.
  - a. Written Staff Report (Regan M. Candelario)
  - b. City Council discussion and consideration.
  - c. It is recommended that the City Council give staff direction on preparation of ballot measure regarding utility users tax increase.
  
5. **CLOSED SESSION.**
  - a. Pursuant to Government Code Section 54957.6, City negotiator: David Fleishman; Guadalupe Police Officers.

**CLOSED SESSION ANNOUNCEMENT.**

6. **ADJOURNMENT.**

*I hereby certify under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the City Hall display case, the Water Department, the City Clerk's office and Rabobank, not less than 24 hours prior to the meeting. Dated this 1<sup>st</sup> day of June 2010.*

By:

  
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Regan M. Candelario, City Administrator

**REPORT TO THE GUADALUPE CITY COUNCIL  
City Council Agenda of June 2, 2010**




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**Prepared by:  
Regan M. Candelario**

**SUBJECT:**

PROPOSED INCREASE TO THE UTILITY USERS TAX

**RECOMMENDATION:**

That the City Council gives staff direction on preparation of ballot measure regarding utility users tax increase.

**BACKGROUND:**

Staff has proposed that an increase to the Utility Users Tax (UUT) be placed on the ballot in November of 2010. The amount of increase is still under consideration. The current Utility Users Tax is 5% and has been so since first enacted 25 years ago. The City initiated an attempt to increase the UUT in 1994, however that effort did not proceed to the ballot. Finance Department records indicate that approximately \$200,000 is generated from the current UUT each fiscal year.

**City of Guadalupe  
Utility Users Tax Revenue History**

<b>Fiscal Year</b>	<b>Actual Revenue</b>
2006/2007	\$ 296,000.00
2007/2008	\$ 315,000.00
2008/2009	\$ 236,000.00
2009/2010	\$ 181,500.00

**DISCUSSION:**

There are very few opportunities for local government to increase revenue. The City of Guadalupe has been facing a structural deficit for the past three fiscal years. The current deficit is over \$210,000 and is expected to increase for the 2010/2011 Fiscal Year.

The addition of an item to the ballot for November 2010 is approximately \$700 to \$1,000 per the

## **AGENDA ITEM NO.**

Santa Barbara County Registrar of Voters Office. The deadline for submission of the City Ordinance regarding the UUT increase is July 1, 2010. Therefore the City Council must take action on an Ordinance on either June 8 or June 22.

Staff has prepared a community outreach plan regarding the proposed UUT increase. The outreach plan focuses efforts on key stakeholders and includes direct communication from City Council, City Administration and Staff, Community Based Organizations. A list of more than 50 key stakeholders/community leaders has been developed, prioritized and a specific outreach person has been assigned. Additionally, an informational community meeting will be scheduled during the advocacy outreach period. There are approximately 1,800 registered voters in Guadalupe with an expected voter turnout of 900 for a regular election. For the increase measure to pass, there would need to be approximately 600 "yes" votes.

The City Attorney has prepared the draft staff report and Ordinance for City Council approval on either June 8 or June 22. The City Attorney has also prepared the ballot materials for submission to the County Registrar of Voters, which includes the ballot verbiage for voter approval, and both a favorable opinion piece and a neutral opinion piece.