

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
Monday, June 7, 2010

(Immediately Following Special Closed Session Meeting)

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 pm. 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. **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 4th day of June 2010.

By:



Regan M. Candelario, City Administrator

REPORT TO THE GUADALUPE CITY COUNCIL
City Council Agenda of June 7, 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:

City Council 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.

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 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 June 22.