



Regular Meeting Agenda
Library, Culture, and Arts Commission

Katie Khera - Chair
Brigitte Crawford - Vice-Chair
Bob Benich - Commissioner
Jake Thompson - Commissioner
Paul Lake - Commissioner
Poonam Chabra - Commissioner
Suman Ganapathy - Commissioner

Tuesday, February 4, 2020 6:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

WORKSHOP

6PM Start Time

West Conference Room

POPPY JASPER ART PLANNING WORKSHOP

REGULAR MEETING

7PM Start Time

ROLL CALL ATTENDANCE

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Members of the public are entitled to address the Commission concerning any item within the Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes.

Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda. (See additional noticing at the end of this agenda)

ADOPTION OF THE AGENDA

REPORTS

1. **COUNTY LIBRARY REPORT - NANCY HOWE, COUNTY LIBRARIAN**
2. **MORGAN HILL LIBRARY REPORT - HEATHER GEDDES, COMMUNITY LIBRARIAN**
3. **FRIENDS OF THE MORGAN HILL LIBRARY REPORT - VICKY READER, FRIENDS PRESIDENT**
4. **MORGAN HILL HISTORICAL SOCIETY REPORT - KATHY DEVINE, MUSEUM DIRECTOR**
5. **CITY OF MORGAN HILL REPORT (VERBAL) - CHRIS GHIONE, PUBLIC SERVICES DIRECTOR**

BUSINESS

6. **APPROVE THE JANUARY 7, 2020 MEETING MINUTES**

Recommendation:

Approve Minutes.

7. **PRESENTATION ON CITY OF MORGAN HILL FISCAL SUSTAINABILITY**

8. **WORK PLAN UPDATES**

Recommendation:

Commissioners to provide updates on Work Plan items.

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT

NOTICE

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act that are distributed to a majority of the legislative body less than 72 hours prior to an open session, will be made available for public inspection at the Office of the City Clerk at Morgan Hill City Hall located at 17575 Peak Avenue, Morgan Hill, CA, 95037 at the same time that the public records are distributed or made available to the legislative body. (Pursuant to Government Code 54957.5)

PUBLIC COMMENT

Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on any issue that is on this agenda, please complete a speaker request card located in the foyer of the Commission Chambers, and deliver it to the Minutes Clerk prior to discussion of the item. You are not required to give your name on the speaker card in order to speak to the Commission, but it is very helpful. When you are called, proceed to the podium and the Mayor will recognize you. If you wish to address the Commission on any other item of interest to the public, you may do so during the public comment portion of the meeting following the same procedure described above. Please limit your comments to three (3) minutes or less.

Please submit written correspondence to the Minutes Clerk, who will distribute correspondence to the Commission.

Persons interested in proposing an item for the Commission agenda should contact a member of the Commission who may plan an item on the agenda for a future Commission meeting. Should your comments require Commission action, your request may be placed on the next appropriate agenda. Commission discussion or action may not be taken until your item appears on an agenda. This procedure is in compliance with the California Public Meeting Law (Brown Act) Government Code §54950.

City Council Policies and Procedures (CP 03-01) outlines the procedure for the conduct of public hearings. Notice is given, pursuant to Government Code Section 65009, that any challenge of Public Hearing Agenda items in court, may be limited to raising only those issues raised by you or on your behalf at the Public Hearing described in this notice, or in written correspondence delivered to the Commission at, or prior to the Public Hearing on these matters.

The time within which judicial review must be sought of the action by the Commission, which acted upon any matter appearing on this agenda is governed by the provisions of Section 1094.6 of the California Code of Civil Procedure.

For a copy of Commission Policies and Procedures CP 97-01, please contact the City Clerk's office (408) 779-7259, (408) 779-3117 (fax) or by email cityclerk@morganhill.ca.gov.

AMERICANS WITH DISABILITIES ACT (ADA)

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (408)779-7259, (408)779-3117 (fax) or by email cityclerk@morganhill.ca.gov. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

LCAC Workshop: 6pm, Tuesday, February 4

Here are some things to be thinking about
in order to facilitate our workshop on Feb. 4th.

PURPOSE: To work out details regarding the sale of raffle tickets and collection of money for the Poppy Jasper Art Sculpture acquisition.

To be considered:

1. Prizes: There are 2 prizes to be raffled.

- a. Framed color photo of Poppy Jasper Art Sculpture
- b. Color art print on canvas

> ***Should*** raffle tickets be sold separately for each prize (WHITE tickets for framed photo and YELLOW tickets for art print?

> ***Should*** raffle tickets be sold without “designating” between the framed photo or art print? First winner chooses which prize they want.

2. How to sell tickets?

a. **FACEBOOK page with a “Go Fund Me” link?** People can chose how many tickets they want to buy and provide Credit Card? **Done by Anthony Stenberg?**

> Get a return receipt electronically?

> Get a real raffle ticket returned to them in the mail? If yes, who will do this (buy envelopes & stamps, address envelopes, etc.)?

> Raffle ticket sale **needs to be advertised.**

b. **Morgan Hill Farmer’s Market?** Set up a both once per month (March & April), display the prizes and sell tickets. Would need 1 or 2 Commissioner’s to volunteer to man the booth.

c. **LCAC Commissioners?** Provide 50 tickets to each Commissioner to sell through various groups and contacts. MH Downtown Association, Chamber of Commerce, Rotary, Kiwanis, etc.

d. **BOOKSMART** said they will sell raffle tickets. **BUT – it must be advertised throughout the city.**

e. **Morgan Hill Art School?:** Check if Anthony Stenberg will sell tickets at the Art School. If yes, again, this must be advertised.

LCAC Workshop: 6pm, Tuesday, Feb. 4

3. Advertising and Media?

- a. Need good coverage in MH Times and MH Life. Preferably with color photos of the framed photograph and art print.
 - > Who will follow-up with media coverage?
- b. Need **Information Piece** in Morgan Hill Weekly Bulletin beginning early March.
 - > Who will follow-up?

4. Flyers and Posters

- a. Need final wording for “FLYERS” and handouts.
 - > **Tickets may be purchased at (or from).... ?**
 - >> **Go Fund Me link? Booksmart? MH Art School?**
 - > Who will print the flyers?
 - > How many do we need?

5. Timing

- a. Authorization request sent to Sacramento late December.
- b. Expect response by end of February?
- c. Start selling tickets early March?
- d. Sell tickets through end of April?

6. Announce Winners: At the “Art A La Carte” event – Saturday, May 2nd

7. If we are “Short” of funds?

- a. Available “Grants”?
- b. Go Fund Me donations?
- c. Private donations?
- d. Other?

February 2020
Commission Report
Nancy Howe, County Librarian

Reflections by Nancy Howe, County Librarian

**Do what you love
and you'll never
work a day in
your life**
~Confucius



It has been my privilege and honor to serve as County Librarian since 2012, and to work for the Santa Clara County Library District for over 25 years. There is a quote attributed to Confucius, “Do what you love and you’ll never work a day in your life”. That has been true for me as the past 25 years have flown by and it comes with mixed emotions to announce that I will be retiring on March 27, 2020 and my last day in the Library will be February 28th.

When I first started as County Librarian in 2012, there were several major crises brewing. The special tax which accounted for approximately 20% of our revenue was set to expire and we had implemented an unpopular and confusing non-resident card fee. Working together, we are now in a much better place. The special tax has been renewed until 2033, we are fiscally sound with reserves for economic uncertainty, and our library services are free to all. SCCLD is busier than ever, open 7 days/week, welcomes new patrons every day, launched a brand new website, and is an essential part of our diverse community.

Our strategic vision during these years can be summarized simply: acquire resident patrons, retain satisfied patrons. A great library balances both. We have succeeded in raising the percent of residents with active library cards from 50% to 72% and a whopping 97% of visitors find our staff friendly and welcoming. It has been a sustained commitment and has taken intentional decisions and actions on the part of every single staff member with the support of our Library Commissioners to make this happen. It is a success that we create and share together.

For over 100 years, the County Library District has strived to eliminate barriers for every resident and patron, especially our children and vulnerable populations. I am proud and grateful to have been a part of that journey. Thank you for your ongoing support, guidance and dedication to the Library.

Listening to our Patrons

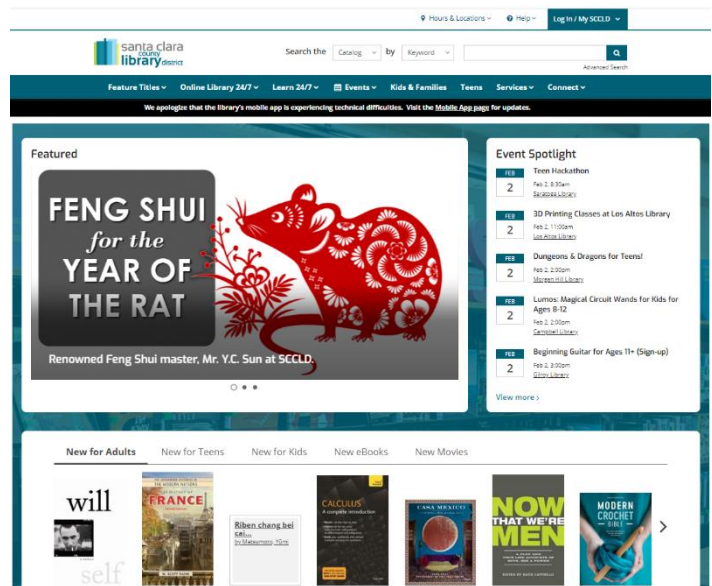


In 2019, SCCLD conducted its triennial Patron Satisfaction Survey. The results are in incorporating input from nearly 7,000 patrons about their experiences with many different aspects of library operations. We are happy to report that the large majority of those questioned (97%) responded that Account and Reference staff were friendly and approachable. A significant majority (85%) went on to say that they would be highly likely to recommend the Library to their friends and family.

The survey results have been broken down for all eight of our libraries and the Bookmobile, and we will use the results, feedback, and recommendations to help us further improve our patron experience. Chris Brown, Deputy County Librarian, will be visiting each of the Commissions in February or March to share with you the highlights from the survey. In addition, each Community Librarian has received a databook with the detailed results and open-ended comments related to their individual library.

Discovering the New SCCLD Website

The new website is live and the patron response has been very positive. This is an entirely new platform, navigation and includes brand new features. Allison Lew, Library Service Manager for Virtual Library, Public Technology and Cataloging, will be visiting each Library Commission in the months of February and March to share the highlights and give you a personalized tour of the website. She and Chris Brown will alternate at each Commission meeting so you are able to receive an update on the Patron Satisfaction Survey one month and an introduction to the new website the alternate month.



SCCLD is Helping Patrons Get Ready for Tax Season

SCCLD is teaming up with VITA and AARP to assist patrons prepare their returns. Three of our libraries are offering free assistance for low and moderate-income individuals. This service is made possible thanks to the generous volunteers from the AARP and the Volunteer Income Tax Assistance program (VITA), who are certified by the IRS to advise about tax matters. Below is a list of locations offering free tax help sessions.



Campbell

- Services provided by AARP volunteers on [three Saturdays](#) (2/22, 3/7, and 4/4), with three separate sessions (10 am, 1 pm, and 3 pm). Online registration AND completion of intake booklet is required.

Cupertino

- VITA volunteers will be available every Sunday from 3/1 to 3/29 from 1:30 – 5 pm. Drop-in only.

Milpitas

- VITA volunteers will be available Saturdays from 2/8 to 4/11 from 10:30 am - 1:30 pm. Sign-up sheets will be posted at 9 am each day.

Informed Voting in 2020



Milpitas Library will serve as a polling site with all SCCLD libraries providing ballot information to help you vote. With the March 3 California Presidential Primary around the corner, the Library is partnering with the County Registrar of Voters (ROV) to make it easier for patrons to be prepared and vote. The League of Women Voters of California's [Easy Voter Guides](#) (available in multiple languages) and voter registration forms are available in our libraries and on the [voting resources available](#) page on our website.

This year, the County is moving away from precinct-based elections, but will still offer a limited number of [polling locations](#) for those who wish to vote in person. Milpitas Library is one such official voting site. ROV will be mailing out vote by mail ballots starting on February 3. Voters can either fill out and mail back their ballots, no postage needed, or carry them in to official voting or drop-off sites. All SCCLD libraries will be designated as 24-hour [ballot drop-off sites](#).

SILICON VALLEY READS



Silicon Valley Reads is in full swing in February. Below is a list of some of the highlight events at each of our libraries. Please visit SiliconValleyReads.org or our website at scclld.org/svr for a complete list of scheduled events.

CAMPBELL LIBRARY

Lumos: Magical Circuit Wants – STEM for Mothers and Daughters
Sun, Feb 2 @ 2-4pm

Catherine Chung, Author of *The Tenth Muse*
Sun, Feb 23 @ 2pm

Life and Times of Rosie the Riveter-Film
Wed, Mar 4 @ 7pm

CUPERTINO LIBRARY

Paving the Way: Women's Struggles for Political Equity in California
Wed, Feb 19 @ 7pm

Catherine Chung, Author of *The Tenth Muse*
Thur, Feb 27 @ 7pm

Learning from the Lemonade Stand- Children grades 3 and up
Sat, Mar 7 @ 3pm

GILROY LIBRARY

The Life of Georgia O'Keeffe
Sat, Feb 15 @ 11am

Lumos: Magical Circuit Wants – STEM for Mothers and Daughters
Sun, Feb 16 @ 2-4pm

Catherine Chung, Author of *The Tenth Muse*
Sun, Mar 1 @ 2pm

LOS ALTOS LIBRARY

Forgotten Women of Science
Tue, Feb 11 @ 1:30pm

Wherever There's a Fight
Thur, Feb 20 @ 7pm

Julian Guthrie, Author of *Alpha Girls* in Conversation with Abe Kleinfeld
Fri, Feb 28 @ 7:30pm

MILPITAS LIBRARY

Iron Jawed Angels- Film
Sat, Feb 8 @ 2pm

Hidden Figures- Film
Sat, Mar 7 @ 2pm

Learning from the Lemonade Stand- Children
grades 3 and up
Sun, Mar 8 @ 4pm

MORGAN HILL LIBRARY

Book Discussion: Alpha Girls
Tue, Mar 3 @ 7:30pm

Learning from the Lemonade Stand- Children
grades 3 and up
Wed, Mar 4 @ 4pm

Lumos: Magical Circuit Wants – STEM for
Mothers and Daughters
Sun, Mar 8 @ 2-4pm

SARATOGA LIBRARY

Hidden Figures- Film
Mon, Feb 24 @ 7pm

Catherine Chung, Author of *The Tenth Muse*
Sat, Feb 29 @ 10:30am

Learning from the Lemonade Stand- Children
grades 3 and up
Sat, Feb 29 @ 2pm

Library, Culture, and Arts Commission Report, February 4, 2020
Heather Geddes, Community Librarian

December Statistics	2019	2018
Total Circulation	53,566	51,461
Adult/Teen Circulation	29,909	29,902
Children's Circulation	23,657	21,559
Gate Count	20,570	19,900

Dec. Patron Engagement	2019	2018
Total # of Programs	71	66
Total # of Attendees	3,217	2,947
New Borrowers Registered	8,561	130
Outreach Events	2	2
Outreach Attendees	52	45

Library News

Currently the new addition is being framed, we expect this part of the project to be completed in mid-February. We are on schedule to complete the project early summer of 2020.



January Highlights



This past month the library celebrated the Luna New Year with Lion Dancers and crafts for children, 115 patrons celebrated with us. We also partnered with the Poppy Jasper Film Festival to do a series of Children's film making workshops focused on Claymation, the films will be shown at the film festival later this year. For our ongoing Family Concert Series we featured Caribbean singer Asheba who performed for 143 patrons. Helping patrons achieve New Year Resolutions, we hosted two January workshops, one on minimalism and one on creating Vision Boards, these were attended by 48 patrons.

Did You Know?

The library is working with the census bureau to promote the 2020 census to Morgan Hill residents. The library is sharing promotional materials and engaging patrons in passive programs to encourage participation. Residents will also be able to come into the library and complete the census on library computers. The 2020 census will determine congressional representation, inform how hundreds of billions of dollars in federal funding are allocated to more than 100 programs (Medicaid, Head start, SNAP, block grants), and provide data that will impact communities for the next decade. April 1st is census day, make a plan to be counted!



Upcoming Library Events

***Wednesday 2/5 6:30pm: Photoshop for Teens and Adults** - Learn the basics of selecting, cutting, and arranging images. Make fantasy photos a reality, change colors, make a statement, and make the impossible real.

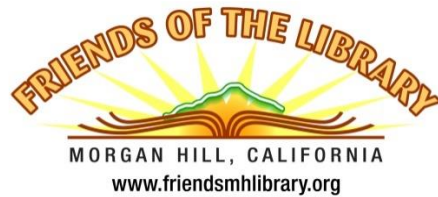
Saturday 2/8 10:00am: Friends of the Library Book Sale— Find great deals on books, cds, movies, and more at the Big Book Sale! All single items \$1.00 or less, \$5.00 per book tote, or \$4.00 per bag with your own bag.

Monday 2/10 7:00pm: Krav Maga Self Defense - Based on simple principles and instinctive movements, this reality-based system is designed to teach real self-defense in the shortest time possible. This program will help you improve your physical fitness while teaching you awareness and self-defense skills you can use in the real world.

***Sunday 2/16 1:00pm: VITA Tax Help** - “Earn it, Keep it, \$ave” it provides free tax preparation for low to moderate income households. Tax returns are prepared by trained IRS certified volunteers.

Wednesday 2/19 4:00pm: LGBTQ Youth Meetup and Safe Space- Join us for an LGBTQ Youth Meetup and Safe Space at Morgan Hill Library. This event is for lesbian, gay, bisexual, transgender, queer, questioning and ally youth and young adults ages 13-25.

Monday 2/24 7:00pm: Back Cedar Trio- Enjoy an evening of chamber music with this acclaimed ensemble dedicated to music for the flute, cello and guitar. Black Cedar Trio creates, discovers, and reimagines works for this unique instrumental combination.



Report to the Library, Culture and Arts Commission

February 4, 2020

Vicky Reader, FMHL President

Updates

- 2019 financials closed with Library expense under budget pending expansion-related needs
- 2020 budget approved with some Library expenses deferred to this year for construction in process
- Sufficient reserves to purchase Interactive Play Kiosk for Library's children's area, 2019 grant award from Morgan Hill Community Foundation also to be used
- 2020 Community Grant awarded by Morgan Hill Rotary for shelving in the to-be-scheduled expansion of Friends Bookstore
- One Friend submitted 2019 Library volunteer hours to former employer's Volunteer Grant program, expecting donation of almost \$1,800, equivalent to \$10 for each hour volunteered as retiree
- Library Friends logged 3,685 Bookstore-related volunteer hours in 2019

Calendar

Annual Friends memberships ended in December, renewals rolling in

February 8 – Big Book Sale in the Library Program Room, 10am-3pm; Friends early entrance from 9am-10am

February 8-14 – First Friends Fundraiser with Dickey's BBQ on Cochrane, flyer available in Bookstore and on Friends website must be presented at restaurant for FMHL donation

MORGAN HILL HISTORICAL SOCIETY – WHAT HAPPENED IN January 2020

- **January 24** – Planted our SoupRoot, and Yerba Buena native plants alongside the Museum.



- **February 2** History Conversation with Elena E Robles. Elena is a nationally recognized Dance Anthropologist, an expert in Mexican culture and tradition, and a Native Californian.



- **Currently on Exhibit – Valentines** Cards and Candy - a tradition now as well as in the early 1900's. Stop by and see vintage cards and candy boxes.



- COMING UP

- **March 7** History Conversation will feature Steve Yvaska- antique specialist and former Mercury News columnist. Attendees may bring one item for appraisal.

- **March 14** Historic Downtown Walking Tour – 10AM in front of the parking structure on 3rd St.

DRAFT



Meeting Minutes Library, Culture, and Arts Commission

Katie Khera - *Chair*
Brigitte Crawford - *Vice-Chair*
Bob Benich - *Commissioner*
Jake Thompson - *Commissioner*
Paul Lake - *Commissioner*
Poonam Chabra - *Commissioner*
Suman Ganapathy - *Commissioner*

Tuesday, January 7, 2020 7:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

Attendee Name	Title	Status	Arrived
Katie Khera	Chair	Present	
Brigitte Crawford	Vice-Chair	Present	
Bob Benich	Commissioner	Present	
Jake Thompson	Commissioner	Present	
Paul Lake	Commissioner	Present	
Poonam Chabra	Commissioner	Present	
Suman Ganapathy	Commissioner	Present	

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

Minutes Acceptance: Minutes of Jan 7, 2020 7:00 PM (BUSINESS)

PUBLIC COMMENT

None

ADOPTION OF THE AGENDA

Motion Crawford, Second Lake, Adopted 7-0.

REPORTS

1. COUNTY LIBRARY REPORT - NANCY HOWE

Provided by Nancy Howe.

2. MORGAN HILL LIBRARY REPORT - HEATHER GEDDES

Provided by Heather Geddes.

3. FRIENDS OF THE MORGAN HILL LIBRARY REPORT - TERESA STEPHENSON

Provided by Vicki Reader

4. MORGAN HILL HISTORICAL SOCIETY REPORT - KATHY DEVINE

No report provided.

5. CITY OF MORGAN HILL UPDATE (VERBAL) - CHRIS GHIONE

Provided by Chris Ghione.

BUSINESS

6. APPROVE THE NOVEMBER 5, 2019 MEETING MINUTES

Recommendation:

Approve Minutes.

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Suman Ganapathy, Commissioner
SECONDER:	Jake Thompson, Commissioner
AYES:	Khera, Crawford, Benich, Thompson, Lake, Chabra, Ganapathy

7. REPORT FROM THE COYOTE CREEK MUSIC FESTIVAL

No report provided.

8. OPEN ART STUDIO DISCUSSION - CINDY BLANTON

Received Report and the Commission is interested in further discussion.

9. LCAC COMMISSIONER TERMS

Recommendation:

1. Receive follow-up information on Library, Culture and Arts Commission term duration; and
2. Provide any other feedback on term duration relating to the Library, Culture and Arts Commission.

RESULT: ACCEPTED

10. RECOMMEND APPROVAL OF ACQUISITION OF POPPY JASPER ART

Recommendation:

1. Receive update on Poppy Jasper Art Project from Commissioner Benich; and
2. Recommend approval and acceptance of future Poppy Jasper Art by the City Council.

RESULT: ADOPTED [UNANIMOUS]
MOVER: Katie Khera, Chair
SECONDER: Poonam Chabra, Commissioner
AYES: Khera, Crawford, Benich, Thompson, Lake, Chabra, Ganapathy

11. ART A LA CARTE PLANNING

Discussed Art a la Carte planning.

12. WORK PLAN UPDATES

Recommendation:

Commissioners to provide updates on Work Plan items.

RESULT: ACCEPTED

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT



Fiscal Sustainability and Measure A – March 2020



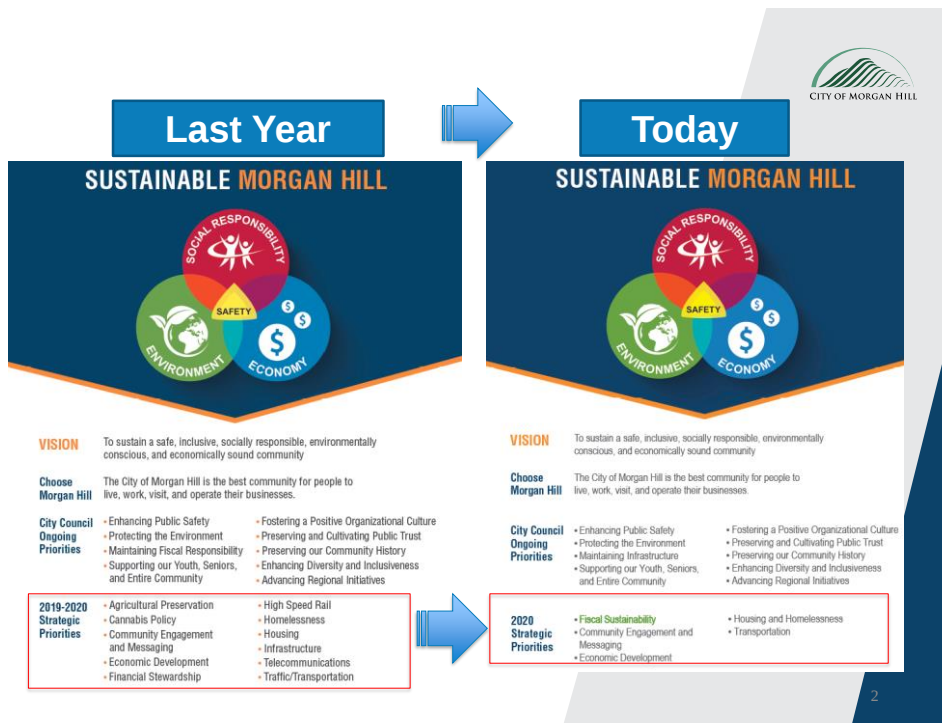
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Sustainable Morgan Hill 2020-2021



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Fiscal Sustainability

General Fund Budget & Economic Development

3

3



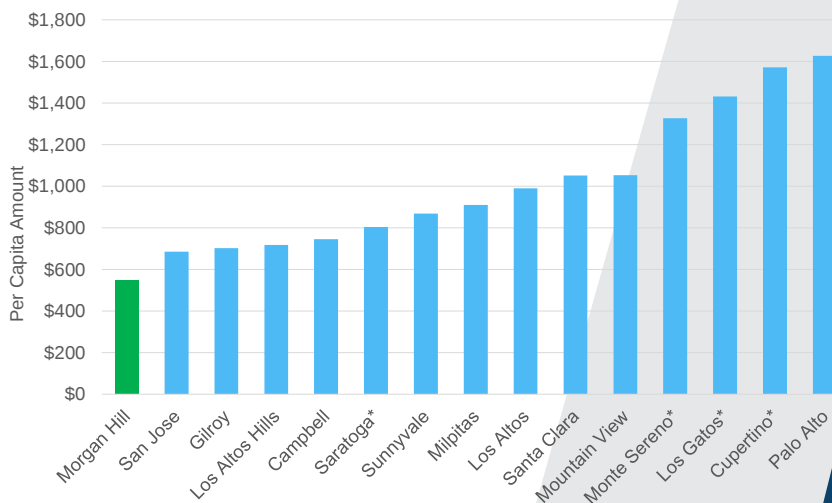
Fiscal Sustainability = Sustainable Morgan Hill

Continuing to be Strategic, with Limited Resources!



4

General Fund Major Tax Revenue Comparison – Per Capita



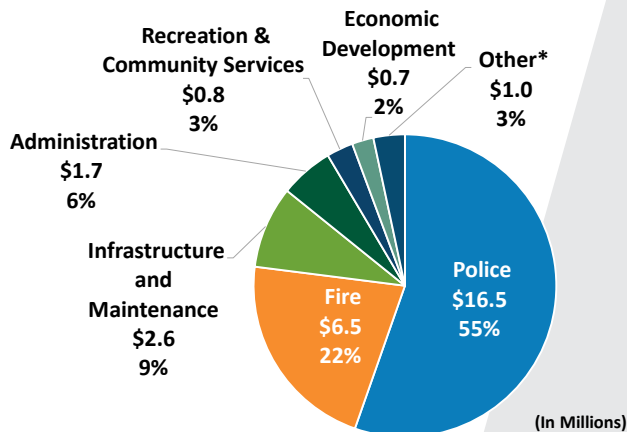
*Includes property tax revenues for Santa Clara County Central Fire District

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General Fund – Discretionary Expenditures

FY 2019-20 = \$29.8M, 69% of GF

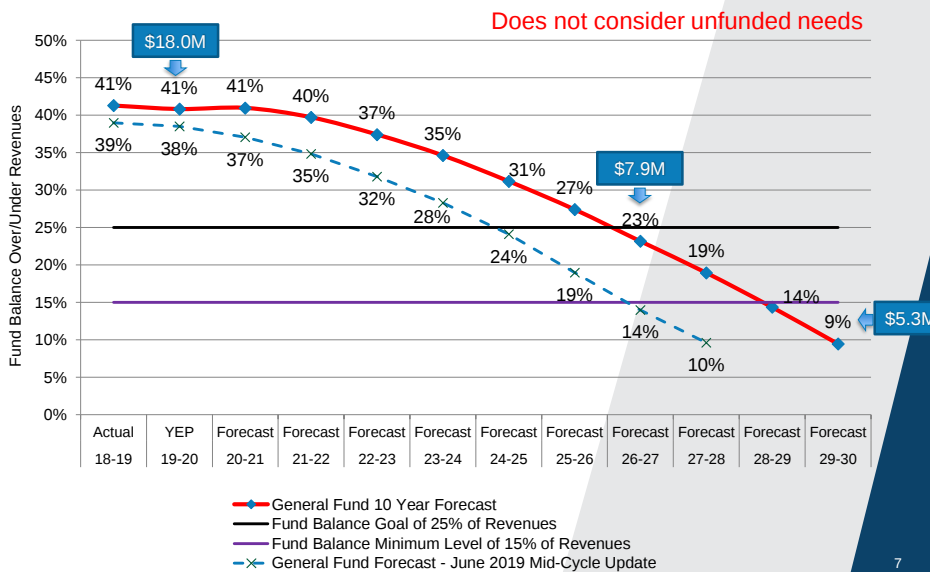


*Other: Community Promotions, Environmental Programs, OPEB, Code Compliance, and GF support for Long Range Planning and Pedestrian Safety

6

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General Fund Balance



7

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Fiscal Sustainability



Unfunded Needs and Liabilities

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8

Unfunded General Fund Needs



Total Annual Unfunded General Fund Needs = **\$7.3M**

- Police \$1.3M
- Fire \$2.3M
- Building Maintenance \$0.2M
- Pavement Rehabilitation \$2.3M
- Street Maintenance \$0.2M
- ~~Park Replacement \$0.7M~~ ← Addressed via Quimby Fee
- NEW** • Operational loss due to RDCS Suspension \$1.0M

9

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Unfunded Liabilities

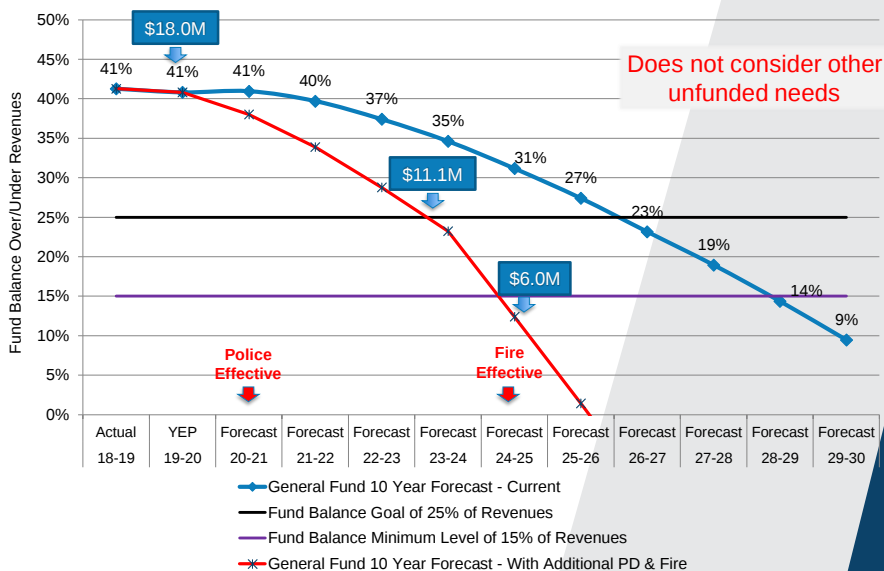


- Total Unfunded Liabilities = **\$56.4M** Updated
(up from \$49.0M)
 - Public Employees Retirement System (PERS) - \$51.6M
 - Other Postemployment Benefits (OPEB) - \$4.8M
- General Fund Share = 67% or \$37.8M
- Current Funded Status
 - Misc. Plan = 71.6%
 - Safety Plan = 68.3%

10

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General Fund Balance (With Public Safety Master Plan Only)



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How Did We Get Here?



- State impacts on local control and funding
 - (Example: Redevelopment Agency and Housing SB330)
- Changing consumer patterns (online shopping)
- Residential Development Control System (RDCS) Suspension
- Deferred maintenance through economic downturn
- Rising pension costs

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How Are We Being Strategic?



- Partnerships
- Grants
- Economic Development
- Employee Pension Cost Sharing

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How Are We Being Strategic? (Cont'd)



- Establishment of Pension and OPEB Trust
- Ongoing evaluation of staffing levels and organizational structure
- Citywide staffing levels per capita lower today than 10 years ago

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How Are We Being Strategic? (Cont'd)

Strategic Use of General Fund Reserve/Budgetary Surplus



- Building Replacement Fund - increased by additional \$250K/yr
- Park maintenance - increased by additional \$150K/yr (from \$200K/yr to \$350K/yr)
- OPEB – One-time \$400K contribution
 - Plus, increased annual contribution by \$100K/yr (from \$300K/yr to \$400K/yr)
- Pension Trust – One-time \$400K contribution
- Outfitting of donated ambulance \$75K

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Economic Development



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What is Economic Development?

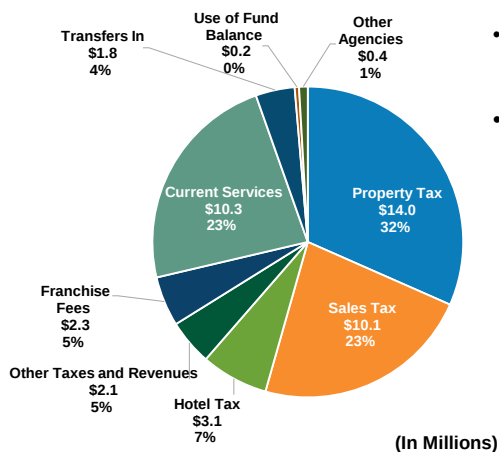


Sustained, concerted actions of policymakers and communities to promote the standard of living and economic health of a specific area. Actions include development of the tax base, human capital, critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, safety, housing and literacy.

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Economic Development and General Fund Revenues



- Approximately \$30M is discretionary
- 77% of GF discretionary expenditures support public safety
- Economic Development directly impacts 67% of General Fund revenues
 - Property Tax: 32%
 - Sales Tax: 23%
 - Hotel Tax: 7%
 - Franchise Fees/Tax: 5%

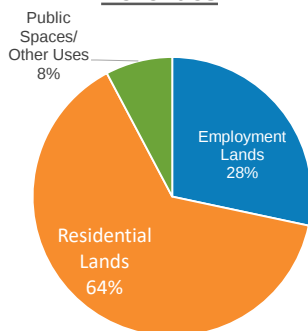
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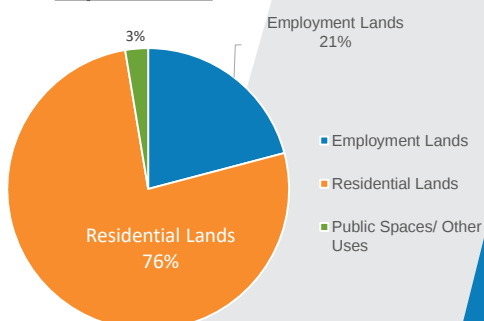
Revenues and Expenditures Tied to Land Use



Revenues



Expenditures



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19



Economic Blueprint Indicators 2020 Update

- ✓ Increased sales, property and transient occupancy tax revenues
- ✓ Low unemployment industrial vacancy rates
- ✓ Limited growth on number of businesses, number of jobs in Morgan Hill, and business to business revenue
- ✓ High number of residents that commute to work



Fairfield Inn & Home2 Suites

(Madrone & Woodview)



- 206 Hotel Rooms
- Entitlements Completed
- Voter Referendum Scheduled for March 2020



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Measure A



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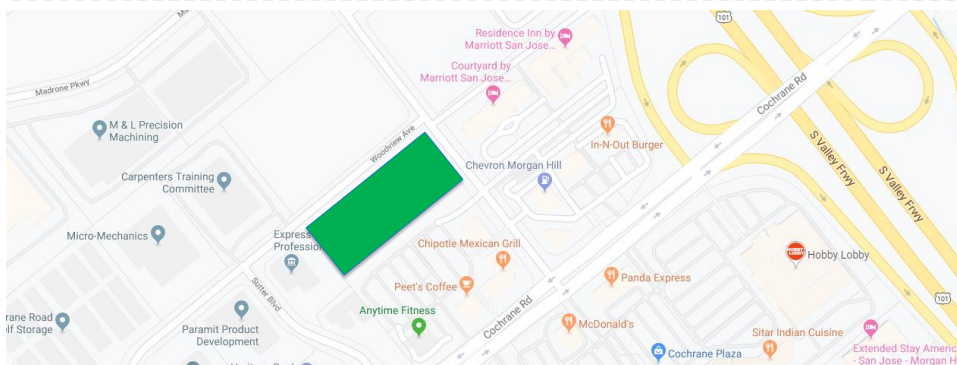
What is Measure A?



Shall the ordinance No. 2295, amending a Planned Development Master Plan for "Madrone Village Shopping Center" located on the northwest corner of Madrone Parkway and Cochrane Road (APN's 726-33-029,030, and 031), to add hotels as an approved use, which is consistent with the City's General Plan and Economic Blueprint to encourage tourism, and that generates new City revenues for City services including public safety, street repairs and other infrastructure be adopted?

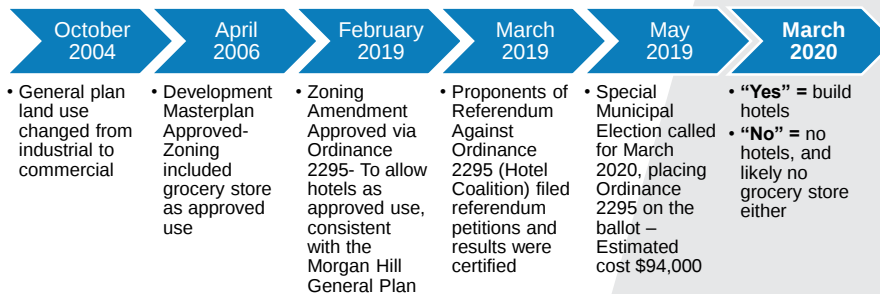
YES

NO



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Brief Overview



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Why Hotels?

- Less than half of hotels in Morgan Hill are mid-scale or upper-scale
- Most are older facilities which require significant capital investment
- Local businesses have expressed the need to have more hotel rooms that are newer, cleaner, and safer for their customers



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Why Hotels? (cont'd)

- Generate revenue through Transient Occupancy Tax (TOT) paid by visitors (100% to Morgan Hill, no sharing)
 - Revenue used support the critical City services such as; police, fire, parks, streets and other essential services
- Direct: Approximately \$800,000/year TOT from two hotels, Tax rate = 11%
 - Helps offset the General Fund Unfunded Needs of \$7.3M
- Indirect: Job creation, support for tourism, and spending of visitors at local restaurants, shops and gas stations, generating sales tax



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But what about...



The Grocery Store?

- Site has been marketed to grocery stores for over 10 years with no interest

The increased traffic due to hotels?

- Traffic associated with hotels is during the off-peak time, therefore the traffic impact is less than most users. Grocery stores generate more traffic than hotels

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How can you help?



- Educate community so they make an informed decision

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LIBRARY, CULTURE, AND ARTS COMMISSION STAFF REPORT

MEETING DATE: February 4, 2020

PREPARED BY: Chris Ghione, Public Services Director

APPROVED BY: Chris Ghione, Public Services Director

WORK PLAN UPDATES

RECOMMENDATION(S)

Commissioners to provide updates on Work Plan items.

REPORT NARRATIVE:

This item is intended to allow commissioners to discuss progress on the items outlined within the Fiscal Year 2019/20 Work Plan. The Work Plan was approved by the City Council on June 26, 2019. The City Council added that they hoped the Commission would continue a focus on the Historical Society Partnership.

LINKS/ATTACHMENTS:

1. LCAC 2019-2020 Workplan Final

Library, Culture & Arts Commission

FY 2019-20 Work Plan**Approved by City Council on June 26, 2019**

Overall Mission: To assist the City Council in accomplishing its goals by fostering an environment conducive to and supportive of the arts, culture, and life-long learning in Morgan Hill, working with existing community groups to promote resources, and facilitate partnerships.

Project Area	City Council Goal Supported	Staff Resources Required	Specific Task / Commissioners Assigned
Community Outreach	Supporting our Youth, Seniors and Entire Community Enhancing Diversity and Inclusiveness Community Engagement and Messaging	PS Director (minimal) CS Supervisor (Moderate) Recreation Manager (minimal)	(1) Participate with other groups to support community outreach and support arts and culture in the community (including Valle del Sur, El Toro Arts, SV Creates, Poppy Jasper Film Festival, Morgan Hill Diwali Festival) (All) (2) Explore development of a calendar relating to library, culture and arts events (Khera/Thompson) (3) Review opportunities to fund local public access cable television (Benich) (4) Explore opportunities for art programming in conjunction with the new Morgan Hill Magical Bridge Playground. (Khera/Thompson/Chabra) (5) Review City Commission website for opportunities for improvement and explore use of social media for promotion of Commission initiatives (Khera/Ganapathy/Chabra) (6) Explore opportunities for youth engagement in the arts (Khera)
Permanent and Proposed Public Art	Supporting our Youth, Seniors and Entire Community Preserving Our Cultural Heritage	PS Director (minimal) CS Supervisor (minimal) CS Coordinator (minimal) Maintenance Coordinator (minimal)	(1) Partner with local Artists to display their work. Review the possibility of implementing a utility box art program or other programs (doors, walls, etc.) (Ganapathy/Thompson) (2) Form subcommittees as needed to support specific art requests that come forward (All) (3) Explore opportunities for developing a Commission Budget to fund arts and culture (Khera/Thompson) (4) Review art inventory and complete updates to historical items list (Benich) (5) Explore the options and feasibility of creating an artist registry (Ganapathy/Chabra)

Project Area	City Council Goal Supported	Staff Resources Required	Specific Task / Commissioners Assigned
Art and Culture Events	Supporting our Youth, Seniors and Entire Community Enhancing Diversity and Inclusiveness	PS Director (minimal) CS Coordinator (minimal) CS Supervisor (minimal)	(1) Facilitate the Art a la Carte event (Benich is the lead/all members will support) (2) Explore opportunity to partner with artists on a children's art show (Khera/Chabra) (3) Evaluate the opportunity to create an international festival utilizing entertainment and food from various cultures (Chabra/Ganapathy)
Library Outreach and Support	Supporting our Youth, Seniors and Entire Community Enhancing Diversity and Inclusiveness	Library Staff (moderate) Senior Project Manager (moderate)	(1) Support Library outreach and advocacy as needed (All) (2) Coordinate Commissioner's Corner in Library to provide book recommendations (Khera) (3) Participate in annual Library Commissioners Forum (All) (4) Support incorporation of Children's art into the Library (Lake/Chabra) (5) Explore other opportunities for Library art contests in other media (examples: poetry, photography, literature) (Ganapathy)
Support of Historical Resources	Preserving our Cultural Heritage	PS Director (minimal) CS Supervisor (minimal)	(1) Explore opportunities for the Commission to support the Morgan Hill Historical Society partnership (Ganapathy/Crawford) (2) Support outreach and advocacy for the Historical Society as needed (All)

Staff Resources Required:

0-50 hours: Minimal; 51-100 hours: Moderate; 100+ hours: Significant