



**EXECUTIVE BOARD OF DIRECTORS
CLOSED SESSION AGENDA**

JUNE 7, 2018 | 5PM

CUPERTINO CITY HALL | 10300 TORRE AVENUE | CUPERTINO, CA 95014

1. Executive Director Performance Review Pursuant to Government Code Section 54957(b) and 54957.6

**EXECUTIVE BOARD OF DIRECTORS
REGULAR MEETING AGENDA**

JUNE 7, 2018 | 5PM OR IMMEDIATELY CLOSED SESSION

CUPERTINO CITY HALL | 10300 TORRE AVENUE | CUPERTINO, CA 95014

1. Call to order
2. Consent Agenda
 - a. Executive Board Meeting Minutes: May 2018
 - b. Financials/Management Report: April, May 2018
3. Old Business
 - a. Organizational Status (action)
4. New Business
 - a. 2018-2019 Budget (action)
 - b. ELGL Pop-Up Conference, October 12, 2018 (action)
5. Reports & Future Board Agenda Items:
 - a. June BOD meeting agenda
 - i. Legislative Action Committee
 - ii. Cities Association Selection Committee:
 1. ABAG (2 seats/2 alternates)
 2. RSA (possible appointment)
 - iii. RHNA Sub Region
 - iv. Santa Clara/Santa Cruz Roundtable
 - v. Smart Cities (Peter Leroe-Muñoz chair)
 - vi. Vehicle Dwellers (Pat Showalter chair)
 - vii. Review Mountain View/Cupertino Voter Survey Results on Business Tax
 - b. Priorities progress/ upcoming committee reports
 - i. OAC inquiry to present
 - ii. August priority: Age Friendly (Manny Cappello)
 - c. Other topics to be discussed
6. President's Report – Rod Sinks

7. City Manager's Report – David Brandt
8. Executive Director Report – Andi Jordan
9. Public Comment
10. Adjournment until August 2nd, 5PM, Cupertino City Hall



EXECUTIVE BOARD OF DIRECTORS DRAFT MINUTES
MAY 3, 2018 | 5PM
CUPERTINO CITY HALL | 10300 TORRE AVENUE | CUPERTINO, CA 95014

Rod Sinks, Pat Showalter, Larry Klein, Marico Sayoc, Aart Shrivastava, City of Cupertino/SCCCMA representative, Andi Jordan, Executive Director.

Consent Agenda: the financials were removed from the consent agenda, and the April Executive Board Meeting Minutes were approved by consensus.

Old Business: Rod Sinks shared the concept for the General Membership Meeting program. The event is being held Residence Inn by Marriott, Cupertino/San Jose. Andi Jordan gave an overview of costs and caterer. Executive Board members gave input into program and suggested that there be a way for members to give feedback or suggestions of what the Cities Association could do as it pertained to Housing/Transportation and the program. (final program attached.)

New Business: The Executive Board directed the Executive Director to work with Larry Klein, Secretary Treasurer on the development of the 2018-2019 budget.

Reports & Future Board Agenda Items:

- June BOD meeting will include committee reports from Smart Cities (Peter Leroe-Muñoz, Chair) and Vehicle Dwellers (Pat Showalter, Chair).
- Based on input received from several city staff of executive board members, the Executive Board agreed by consensus that the RM3 votes during the April 12 Legislative Action Committee would be agendaized on the consent agenda.

President's Report: Rod Sinks gave an overview of the Regional Economic Forum and the Cities Association's participation.

The meeting was adjourned at 6PM.

CITIES ASSOCIATION OF SANTA CLARA COUNTY

PROFIT AND LOSS DETAIL

April 2018

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Income/Expenses							
Income							
Directory Income							
04/18/2018	Invoice	1007	Santa Clara County Fire		Accounts Receivable	240.00	240.00
Total for Directory Income						\$240.00	
Total for Income						\$240.00	
Expenses							
Office							
Hospitality							
04/12/2018	Expense		Lucky		First National Bank of Omaha	3.70	3.70
04/16/2018	Expense		Pizza my Heart	PIZZA MY HEART - EAST - SUNNYVALE, CA	First National Bank of Omaha	129.75	133.45
Total for Hospitality						\$133.45	
Insurance							
04/09/2018	Expense		AP Intego	APIntegoInsuranc ACHTRANS APIntegoInsuranc ACHTRANS CCD 22853631	Checking - Union Bank	43.00	43.00
04/26/2018	Expense			GreatAmer - Grea VENDOR P GreatAmer - Grea VENDOR PMT PPD *****1549	Checking - Union Bank	544.68	587.68
Total for Insurance						\$587.68	
Miscellaneous							
Bank Service Charges							
04/30/2018	Expense		Union Bank	CHECK IMAGE FEE	Checking - Union Bank	3.00	3.00
Total for Bank Service Charges						\$3.00	
Total for Miscellaneous						\$3.00	
Postage and Delivery							
04/19/2018	Expense		USPS		First National Bank of Omaha	6.70	6.70
Total for Postage and Delivery						\$6.70	
Printing and Copying							
04/02/2018	Expense		Office Depot	OFFICE DEPOT #869 - MOUNTAINVIEW, CA	First National Bank of Omaha	5.32	5.32
04/12/2018	Expense		Office Depot	LAC and BOD meeting printing	First National Bank of Omaha	27.83	33.15
04/18/2018	Expense		Office Depot		First National Bank of Omaha	6.60	39.75
Total for Printing and Copying						\$39.75	
Software Licenses							
04/16/2018	Expense		Adobe	ADOBE SYSTEMS, INC. - 8008336687, CA	First National Bank of Omaha	14.99	14.99
04/17/2018	Expense		Intuit	INTUIT *QB ONLINE - 800-286-6800, CA	First National Bank of Omaha	15.00	29.99
04/19/2018	Expense		Intuit	INTUIT *QB ONLINE - 800-286-6800, CA	First National Bank of Omaha	24.00	53.99
04/20/2018	Expense		Microsoft	MSFT * E01005NUKV - 8006427676, WA	First National Bank of Omaha	12.50	66.49
Total for Software Licenses						\$66.49	
Supplies and Equipment							
04/18/2018	Expense		Office Depot		First National Bank of Omaha	20.26	20.26
Total for Supplies and Equipment						\$20.26	
Total for Office						\$857.33	
Other Miscellaneous Service Cost							
04/22/2018	Deposit			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Checking - Union Bank	7.21	7.21
Total for Other Miscellaneous Service Cost						\$7.21	
Professional Services							
Employee Expenses							
Payroll Service Fees							
04/03/2018	Expense		Gusto	GUSTO FEE 506001 CCD 6sem GUSTO FEE 506001 CCD	Checking - Union Bank	45.00	45.00

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
6semjmuaivm							
Total for Payroll Service Fees						\$45.00	
Payroll Taxes							
04/24/2018	Journal Entry	Gusto		Employer Taxes	-Split-	446.25	446.25
Total for Payroll Taxes						\$446.25	
Payroll Wages/Salary							
04/24/2018	Journal Entry	Gusto		Regular Wages	-Split-	5,833.33	5,833.33
Total for Payroll Wages/Salary						\$5,833.33	
Total for Employee Expenses						\$6,324.58	
Total for Professional Services						\$6,324.58	
Programs and Initiatives							
04/02/2018	Expense		Silicon Valley Leadership Group	Invoice 2/2/2018 #15396	First National Bank of Omaha	1,000.00	1,000.00
Total for Programs and Initiatives						\$1,000.00	
Total for Expenses						\$8,189.12	
Net Income						\$ -7,949.12	

CITIES ASSOCIATION OF SANTA CLARA COUNTY

PROFIT AND LOSS DETAIL

May 2018

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Income/Expenses							
Income							
Directory Income							
05/10/2018	Invoice	1008	County of Santa Clara Procurement		Accounts Receivable	0.00	0.00
Total for Directory Income						\$0.00	
Total for Income						\$0.00	
Expenses							
Office							
Insurance							
05/07/2018	Expense			APIntegoInsuranc ACHTRANS APIntegoInsuranc ACHTRANS CCD 23916759	Checking - Union Bank	43.00	43.00
05/16/2018	Expense			GreatAmer - Grea VENDOR P GreatAmer - Grea VENDOR PMT PPD *****5300	Checking - Union Bank	138.42	181.42
Total for Insurance						\$181.42	
Internet - Web Hosting Services							
05/08/2018	Expense			WWW.1AND1.COM - 6105601589, PA	First National Bank of Omaha	21.57	21.57
Total for Internet - Web Hosting Services						\$21.57	
Miscellaneous							
Bank Service Charges							
05/31/2018	Expense		Union Bank	CHECK IMAGE FEE	Checking - Union Bank	3.00	3.00
Total for Bank Service Charges						\$3.00	
Total for Miscellaneous						\$3.00	
Printing and Copying							
05/03/2018	Expense		Office Depot		First National Bank of Omaha	10.08	10.08
05/16/2018	Expense		FedEx Office	RHNA subregion taskforce	First National Bank of Omaha	6.67	16.75
05/29/2018	Expense		FedEx Office	FEDEXOFFICE 00051474 - CUPERTINO, CA	First National Bank of Omaha	39.11	55.86
Total for Printing and Copying						\$55.86	
Software Licenses							
05/16/2018	Expense		Adobe	ADOBE *ACROBAT PRO - 8008336687, CA	First National Bank of Omaha	14.99	14.99
05/17/2018	Expense		Intuit	INTUIT *QB ONLINE - 800-286- 6800, CA	First National Bank of Omaha	15.00	29.99
05/21/2018	Expense		Intuit	INTUIT *QB ONLINE - 800-286- 6800, CA	First National Bank of Omaha	24.00	53.99
05/21/2018	Expense		Microsoft	MSFT * E01005UI5W - 8006427676, WA	First National Bank of Omaha	12.50	66.49
Total for Software Licenses						\$66.49	
Total for Office						\$328.34	
Professional Services							
Employee Expenses							
Payroll Service Fees							
05/02/2018	Expense		Gusto	GUSTO FEE 645192 CCD 6sem GUSTO FEE 645192 CCD 6semjmv5ou	Checking - Union Bank	45.00	45.00
Total for Payroll Service Fees						\$45.00	
Payroll Taxes							
05/24/2018	Journal Entry		Gusto	Employer Taxes	-Split-	446.25	446.25
Total for Payroll Taxes						\$446.25	
Payroll Wages/Salary							
05/24/2018	Journal Entry		Gusto	Regular Wages	-Split-	5,833.33	5,833.33
Total for Payroll Wages/Salary						\$5,833.33	
Total for Employee Expenses						\$6,324.58	
Total for Professional Services						\$6,324.58	
Total for Expenses						\$6,652.92	

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Net Ordinary Income						\$ -6,652.92	
Other Income/Expense							
Other Income							
General Membership Meeting							
05/01/2018	Expense		Unica Party Rental	stage, table clothes, service, easels	First National Bank of Omaha	-552.80	-552.80
05/16/2018	Deposit			Eventbrite INC. EDI PYMNT Eventbrite INC. EDI PYMNTS CCD 3-5829653	Checking - Union Bank	3,800.00	3,247.20
Total for General Membership Meeting						\$3,247.20	
Membership Dinners - Sponsors							
05/04/2018	Deposit		Lyft	LYFT. VENDOR PMT CCD A006 LYFT. VENDOR PMT CCD A006035	Checking - Union Bank	500.00	500.00
Total for Membership Dinners - Sponsors						\$500.00	
Total for Other Income						\$3,747.20	
Other Expense							
General Meeting - catering							
05/10/2018	Expense		Unica Party Rental	stage, linens, service, easels	First National Bank of Omaha	406.80	406.80
05/15/2018	Check	2771	Westfresh Catering	buffet dinner	Checking - Union Bank	3,267.82	3,674.62
Total for General Meeting - catering						\$3,674.62	
General meeting - office supplies/signage							
05/10/2018	Expense		Office Depot		First National Bank of Omaha	45.83	45.83
05/10/2018	Expense		FedEx Office		First National Bank of Omaha	311.90	357.73
Total for General meeting - office supplies/signage						\$357.73	
Total for Other Expense						\$4,032.35	
Net Other Income						\$ -285.15	
Net Income						\$ -6,938.07	

CITIES ASSOCIATION OF SANTA CLARA COUNTY

BUDGET VS. ACTUALS: FY 2018 (JULY 1, 2017 - JUNE 30, 2018) - FY18 P&L

July 2017 - May 2018

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Directory Income	915.00	916.63	-1.63	99.82 %
Dues Income	87,868.00	80,543.87	7,324.13	109.09 %
Gusto/Payroll	0.00		0.00	
Interest		458.37	-458.37	
Total Income	\$88,783.00	\$81,918.87	\$6,864.13	108.38 %
GROSS PROFIT	\$88,783.00	\$81,918.87	\$6,864.13	108.38 %
Expenses				
Dues and Subscriptions		421.63	-421.63	
Office				
Conferences/Director's Expenses		595.87	-595.87	
Directory Production	961.38	916.63	44.75	104.88 %
Dues and Subscriptions	540.00	421.63	118.37	128.07 %
Hospitality	459.67	385.00	74.67	119.39 %
Insurance	683.10	1,558.37	-875.27	43.83 %
Internet - Web Hosting Services	139.64	513.37	-373.73	27.20 %
Miscellaneous				
Bank Service Charges	36.00	33.00	3.00	109.09 %
Total Miscellaneous	36.00	33.00	3.00	109.09 %
Post Office Box	162.80	78.87	83.93	206.42 %
Postage and Delivery	172.55	210.87	-38.32	81.83 %
Printing and Copying	520.88	22.88	498.00	2,276.57 %
Recognition	390.22	183.37	206.85	212.80 %
Repairs and Maintenance				
Equipment Repairs		114.62	-114.62	
Total Repairs and Maintenance		114.62	-114.62	
Software Licenses	561.90	504.13	57.77	111.46 %
Supplies and Equipment	167.27	389.62	-222.35	42.93 %
Telephone	285.06	595.87	-310.81	47.84 %
Website Update		641.63	-641.63	
Total Office	5,080.47	7,165.73	-2,085.26	70.90 %
Other Miscellaneous Service Cost	12.71		12.71	
Professional Services				
Consultants	1,068.75	18,333.37	-17,264.62	5.83 %
Employee Expenses				
Payroll Service Fees	382.50	916.63	-534.13	41.73 %
Payroll Taxes	9,502.03	6,416.63	3,085.40	148.08 %
Payroll Wages/Salary	60,587.18	64,166.63	-3,579.45	94.42 %
Total Employee Expenses	70,471.71	71,499.89	-1,028.18	98.56 %
Total Professional Services	71,540.46	89,833.26	-18,292.80	79.64 %
Programs and Initiatives	1,000.00		1,000.00	
Project Support		916.63	-916.63	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total Programs and Initiatives	1,000.00	916.63	83.37	109.10 %
Workers Compensation	387.00	476.63	-89.63	81.20 %
Total Expenses	\$78,020.64	\$98,813.88	\$ -20,793.24	78.96 %
NET OPERATING INCOME	\$10,762.36	\$ -16,895.01	\$27,657.37	-63.70 %
Other Income				
General Membership Meeting	3,507.20		3,507.20	
Interest Income	325.16		325.16	
Membership Dinners - Proceeds	2,345.00		2,345.00	
Membership Dinners - Sponsors	11,000.00	12,833.37	-1,833.37	85.71 %
Total Other Income	\$17,177.36	\$12,833.37	\$4,343.99	133.85 %
Other Expenses				
General Meeting - catering	4,242.03		4,242.03	
General meeting - office supplies/signage	357.73		357.73	
Holiday party - entertainment	509.00		509.00	
Membership Dinners - Cost	11,626.34	12,833.37	-1,207.03	90.59 %
Total Other Expenses	\$16,735.10	\$12,833.37	\$3,901.73	130.40 %
NET OTHER INCOME	\$442.26	\$0.00	\$442.26	0.00%
NET INCOME	\$11,204.62	\$ -16,895.01	\$28,099.63	-66.32 %

Management Report

CITIES ASSOCIATION OF SANTA CLARA COUNTY
For the period ended May 31, 2018



Prepared on
June 4, 2018

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Profit and Loss

July 2017 - May 2018

	Total
INCOME	
Directory Income	915.00
Dues Income	87,868.00
Total Income	88,783.00
GROSS PROFIT	
	88,783.00
EXPENSES	
Office	
Directory Production	961.38
Dues and Subscriptions	540.00
Hospitality	459.67
Insurance	1,070.10
Internet - Web Hosting Services	139.64
Miscellaneous	
Bank Service Charges	36.00
Total Miscellaneous	36.00
Post Office Box	162.80
Postage and Delivery	172.55
Printing and Copying	520.88
Recognition	390.22
Software Licenses	561.90
Supplies and Equipment	167.27
Telephone	285.06
Total Office	5,467.47
Other Miscellaneous Service Cost	12.71
Professional Services	
Consultants	1,068.75
Employee Expenses	
Payroll Service Fees	382.50
Payroll Taxes	9,502.03
Payroll Wages/Salary	60,587.18
Total Employee Expenses	70,471.71
Total Professional Services	71,540.46
Programs and Initiatives	1,000.00
Total Expenses	78,020.64
NET OPERATING INCOME	10,762.36
OTHER INCOME	
General Membership Meeting	-292.80
Interest Income	325.16
Membership Dinners - Proceeds	6,145.00
Membership Dinners - Sponsors	11,000.00
Total Other Income	17,177.36
OTHER EXPENSES	

	Total
General Meeting - catering	4,242.03
General meeting - office supplies/signage	357.73
Holiday party - entertainment	509.00
Membership Dinners - Cost	11,626.34
Total Other Expenses	16,735.10
NET OTHER INCOME	442.26
NET INCOME	\$11,204.62

Balance Sheet

As of May 31, 2018

	Total
ASSETS	
Current Assets	
Bank Accounts	
Checking - Union Bank	-1,689.06
Total Bank Accounts	-1,689.06
Other Current Assets	
Accrued Interest	44.60
LAIF Funds	55,699.33
Total Other Current Assets	55,743.93
Total Current Assets	54,054.87
Fixed Assets	
Accumulated Depreciation	-1,372.97
Machinery and Equipment	2,203.41
Total Fixed Assets	830.44
TOTAL ASSETS	\$54,885.31
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
First National Bank of Omaha	70.48
Total Credit Cards	70.48
Other Current Liabilities	
Payroll Liabilities	590.20
State Withholding	-379.32
Total Payroll Liabilities	210.88
Total Other Current Liabilities	210.88
Total Current Liabilities	281.36
Total Liabilities	281.36
Equity	
Reserves	0.00
Reserve for New Equip.	5,000.00
Reserve for Operations	35,000.00
Total Reserves	40,000.00
Unrestricted Fund Balance	3,399.33
Net Income	11,204.62
Total Equity	54,603.95
TOTAL LIABILITIES AND EQUITY	\$54,885.31

General Membership Meeting Budget 2018

	<i>each</i>	<i>qty</i>	<i>extended</i>	<i>actual</i>
Expenses				
Venue				
Catered Food - appetizers & dinner buffet	\$ 28	75	\$ 2,100	\$3,267.00
rental items (service, linens, stage)	\$ 821	1	821	\$959.60
delivery/ pick up - Unica	\$ 285	1	\$ 285	
Bartender/service	\$ 150	4	\$ 600	
8 Centerpieces and 2 Display	\$ 20	10	\$ 200	\$311.90
PA System w 3-4 Mics	\$ -	0		
Supplies (notecards or pens/pencils)			\$ 100	\$45.83
Total Expenses				
TAX - 9%			\$ 277.00	
gratuuity 18%			\$ 378.00	
Total Expenses			\$ 4,461	\$4,584.33
Cost per attendee			\$ 59	\$61.12
Revenue				
Members (55@\$50)	\$ 50	60	\$ 3,000	\$3,000.00
Non-Members (13@\$100)	\$ 100	8	\$ 800	\$800.00
Speakers (7*\$0)	\$ -	7	\$ -	
Total Revenue		75	\$ 3,800	\$3,800.00

donated items from hotel: venue, tables, chairs, corkage fee
donated items from Los Altos: pa system, microphones, projector
final catering numbers include servers, tax, gratuity



Executive Board of Directors Meeting – Agenda Report

Meeting Date: June 7, 2018

Subject: 4a Budget (action)

Attachments: budget memo
proposed dues
proposed budget
dues to other organizations: League of California Cities, SVEDA

The Executive Board is asked to approve the budget, making changes as needed, and send to the Board of Directors as needed.



To: Cities Association Board of Directors
From: Andi Jordan, Executive Director
and Larry Klein, Secretary/Treasurer
Subject: 2018-2019 Draft Budget Proposal for Review and Approval
Date: June 5, 2018

Submitted for your consideration is the proposed Fiscal Year Budget 2018-2019 of the Cities Association of Santa Clara County. The Executive Board of Directors is to review and recommended approval of the Budget at its June 14, 2018. Once approved by the Board at its June 14 meeting, the Adopted FY 2018-19 Budget and Dues Schedule will be distributed to all City Managers with the request of payment of the dues.

From what we discern, the dues have stayed within the same budgetary formula since the organization's inception. Dues have remained relatively flat, and they actually were reduced at times because of the size of the reserves.

Recent history of budget and dues:

- In 2010, it was observed that Reserves had grown over the previous four fiscal years and exceeded the Cities Association Financial Policy of six to nine months of projected operating expenses.
- The 2010 Subcommittee on Use of Reserves recommended a decrease in dues by 4.77% for three fiscal years in order to attain a level of Reserves consistent with the organization's financial policy.
- FY 2013-14 marked the end of the 3-year budget with reduced dues. FY 2014-15 Budget resumed the original dues schedule, which was an increase of 4.77% of the prior year's dues schedule.
- New for FY 2014-15, the Cities Association started utilizing a virtual office as an effort to reduce expenses; office expenses were reduced by 19% from the expected budget.
- For FY 2015-16, with the continued dues schedule, it was proposed and approved to use Reserves to meet operating expenses. It is Cities Association policy to maintain a Reserves fund that covers 6 – 9 months of operating expenses (\$42,000 – \$63,000).
- For FY 2016-17, the dues were increased by 5% in order to resume operations without using increased Reserves to meet expenses. Projected Reserves at the end of the FY 2017-18-budget year is \$53,771.32. This is assuming the New Executive Director is not hired until July 1, 2017.
- The General Membership Meetings have been funded by sponsors and donations.
- Article VII, Section 2 of the Cities Association Bylaws states "the dues schedule shall be revised every three (3) to four (4) years."
- There was no increase in dues for the FY 2017-18 Proposed Budget.
- The budgets have not contained any money for Board of Directors projects or priorities other than \$1000 for sponsorship in the Regional Economic Forum.

Recommendations for 2018-2019:

- Appoint a committee to look at the dues structure for future years.
- Approve a simplified budget allowing the Executive Director some flexibility to move funds between accounts (such as allowing changes in office expenditures).
- Include line item to continue addressing the organizational status issue.
- Addition of increased **Board of Directors Priorities/Projects** line item which could be used to hire intern for legislative activities, or other projects as the board deems necessary.
- Membership meetings budgeted and price for member tickets established at \$45.
- Includes budget for website redesign, but increased amount from \$700 to \$2000 (for current year).
- Budget is a 30% increase from last year.

Cities Association of Santa Clara County 2018-2019 Budget

Revenues	2018-2019	2017-2018 Actual (through June 4)
Dues	114,492	87,868
non-dues (directories)	1000	915
LAIF interest	500	500
Events 40x65x2 events	5,200	
Revenue Totals	121,192	
Expenses		
Office Expenses (insurance, printing, meeting supplies, office supplies, ED expenses, software, website update, recognition, PO Box, postage, etc)	8861.09	7165.73
Priorities for Board Directed Projects (intern for legislative activities, project)	10,000	1,000
Office: Personnel		
ED compensation	70,000	70,000
payroll expenses	7,000	7,000
Consultant (legal or other consultant to complete organizational status)	20,000	1068.75
Events		
Membership Dinner	13,000	14,000
Membership Meeting	5,000	
total	133,861	
Reserves starting balance	40,283	

			2018-2019 Proposed Dues - Each City	Proposed 2017-2018 Income	proposed 2018 - 2019	Proposed Dues Each City	% dues increase
Large Cities	26.1%	Sunnyvale	\$ 7,641	\$ 22,923	\$ 29,882.41	\$ 9,960.80	30%
Medium Cities	36.2%	(5) Cupertino, Gilroy, Milpitas, Mountain View, Palo Alto	\$ 6,367	\$ 31,836	\$ 41,446.10	\$ 8,289.22	30%
Small Cities	29.0%	(5) Campbell, Los Altos, Los Gatos, Morgan Hill, Saratoga	\$ 5,094	\$ 25,468	\$ 33,202.68	\$ 6,640.54	30%
Very Small Cities	8.7%	(2) Los Altos Hills, Monte Sereno	\$ 3,820	\$ 7,640	\$ 9,960.80	\$ 4,980.40	30%
Total Dues Income				\$ 87,866	\$ 114,492.00		

Dues to League of California Cities

City	population	2017 Dues to Sacramento	Dues to Peninsula Division
Campbell	42,854	\$14,855.00	\$100
Cupertino	59,796	\$17,111.00	\$100
Gilroy	55,170	\$14,855.00	\$100
Los Altos	31,402	\$32,914.00	\$100
Los Altos Hills	8,658	\$4,746.00	\$100
Los Gatos	30,505	\$32,914.00	\$100
Milpitas	77,604	\$19,755.00	\$100
Monte Sereno	3,900	\$2,439.00	\$100
Morgan Hill	43,645	\$14,855.00	\$100
Mountain View	77,925	\$19,755.00	\$100
Palo Alto	66,932	\$18,806.00	\$100
San Jose	1,046,079	\$ 104,535.00	\$100
Santa Clara	123,983	\$26,310.00	\$100
Saratoga	30,799	\$32,914.00	\$100
Sunnyvale	149,831	\$28,961.00	\$100
		\$281,190.00	\$1,500

SVEDA Members	18-19
City of Campbell	\$2,250
City of Cupertino	\$4,500
City of Foster City	\$2,250
City of Fremont	\$5,000
City of Hayward	\$2,250
City of Los Altos	\$2,250
City of Menlo Park	\$4,500
City of Milpitas	\$5,500
City of Morgan Hill	\$4,000
City of Mountain View	\$6,500
City of Newark	\$2,250
City of Palo Alto	\$5,500
City of Redwood City	\$5,500
City of San Carlos	\$4,000
City of San Jose	\$21,000
City of San Mateo	\$5,500
City of Santa Clara	\$9,000
City of Santa Cruz	\$3,500
City of South San Francisco	\$2,250
City of Sunnyvale	\$5,500
City of Union City	\$2,250
County of Santa Clara	\$5,500
County of Santa Cruz	\$2,250
Gilroy EDC	\$2,750
Town of Los Gatos	\$2,250
Total	\$118,000
<i>dues are the same as 15-16, 16-17, and 17-18</i>	
removed City of Pacifica	
added County of Santa Cruz	

Adopted 18-19 SVEDA Budget

	FY 17/18	FY 18/19	Notes
Income			
City Contributions	\$115,750	\$118,000	
Expenses			
Staffing Contribution to JVSV	\$65,000	\$71,500	
Web Hosting, Conference Calls, Other Direct Costs	\$1,000	\$1,000	
Meetings/Staff Travel	\$8,000	\$8,000	
Subtotal	\$74,000	\$80,500	
Marketing			
ULI	\$4,500	\$4,000	
ICSC (includes Matching Funds)	\$5,500	\$5,000	
Broker Breakfasts	\$8,750	\$3,750	
CoStar	\$3,360	\$3,500	
Discretionary	\$18,500	\$21,250	
Subtotal	\$40,610	\$37,500	
Total	\$114,610	\$118,000	



Executive Board of Directors Meeting – Agenda Report

Meeting Date: June 7, 2018

Subject: 4b

Attachments: email request from ELGL Executive Director Kirsten Wyatt

Request: ELGL is requesting that the Cities Association partner with them for one of their nationwide pop-up conferences in Los Angeles, CA.

ELGL is a new reputable municipal government organization providing valuable networking and education opportunities for municipal employees. It's a great partnering opportunity for our organizations and opportunity for the staff at each of the cities.

Budget Impact: no cost

Subject: Sponsorship of #ELGLPopUps on October 12 in Los Angeles
Date: Saturday, June 2, 2018 at 3:07:04 PM Pacific Daylight Time
From: Kirsten Wyatt
To: Andi Jordan

Hi Andi!

Thanks for considering this request for the Cities Association of Santa Clara County to be an in-kind sponsor of the #ELGLPopUps on October 12 in Los Angeles. Per your request, I've included below information about the event, as well as the benefits to the Cities Association for sponsoring.

About #ELGLPopUps:

- #ELGLPopUps are one-day conferences held across the country on the same day.
- These events allow for regional travel, while still keeping attendees connected with the nationwide conference themes and topics.
- In 2018, the conference theme is "Choose Your Own Local Government Adventure" and pop ups will be held in Los Angeles, Portland, Milwaukee, and Miami.
- The conference includes breakfast, lunch, and a social hour, and a full day of educational sessions focused on the variety of leadership paths and roles in local governments.
- 125 people are expected to attend at each of the four locations.
- Tickets are \$50/members and \$90/non members (includes a one year ELGL membership).

Benefits for Cities Association:

- One comped conference ticket
- Named sponsorship on all #ELGLPopUps materials
- Named sponsorship on ELGL social media channels
- Blog profile on the Cities Association and its work/mission
- Two GovLove podcast ads

In-Kind Sponsorship Request:

- In exchange for the named benefits, ELGL asks that the Cities Association promote and market the #ELGLPopUps agenda and registration materials via your association website, calendar, email newsletters, social media channels, and any other communications channels.

About ELGL:

- ELGL engages the brightest minds in local government. It is the fastest growing local government professional association in the world, with more than 4,000 members who work at all levels and in all departments of local government. ELGL produces daily content on local government topics on ELGL.org, a comprehensive local government job board, monthly webinars, annual conferences, and a weekly podcast called GovLove that explores local government people, policies, and places. Membership in ELGL is \$15/student, \$30/person, or \$300/organization.

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Kirsten Wyatt, kirsten@elgl.org
Co-Founder & Executive Director, ELGL
[ELGL](http://ELGL.org) | [@ELGL50](https://www.facebook.com/ELGL50) | [@kowyatt](https://www.instagram.com/kowyatt) | [@GovLovePodcast](https://www.youtube.com/channel/UCk0wYatt)

*ELGL = Engaging Local Government Leaders: We engage the brightest minds in local government .
ELGL produces [GovLove](https://www.youtube.com/channel/UCk0wYatt), the top-ranked local government podcast.
Join ELGL for \$300/organization or \$30/person online [here](https://www.youtube.com/channel/UCk0wYatt).*

ELGL.org | [Twitter](https://www.facebook.com/ELGL50) | [Facebook](https://www.facebook.com/ELGL50) | [LinkedIn](https://www.linkedin.com/company/elgl) | [Instagram](https://www.instagram.com/elgl) | [My Calendar](https://www.youtube.com/channel/UCk0wYatt)



Executive Board of Directors Meeting – Agenda Report

Meeting Date: June 7, 2018

Subject:

5. Reports & Future Board Agenda Items (discussion):

June BOD meeting agenda

- Legislative Action Committee
- Cities Association Selection Committee:
 - ABAG (2 seats/2 alternates)
 - RSA (possible appointment)
- RHNA Sub Region
- Santa Clara/Santa Cruz Roundtable
- Smart Cities (Peter Leroe-Muñoz chair)
- Vehicle Dwellers (Pat Showalter chair)
- Review Mountain View/Cupertino Voter Survey Results on Business Tax

Priorities progress/ upcoming committee reports

- OAC inquiry to present
- August priority: Age Friendly (Manny Cappello)

Other topics to be discussed