

**THE COMMITTEE ON BUDGET AND FINANCE
OF THE CITY COUNCIL OF THE CITY OF SAN DIEGO**

**Councilmember Anthony Young, Chair
Council President Pro Tem Kevin Faulconer, Vice Chair
Councilmember Todd Gloria
Councilmember Carl DeMaio
Councilmember Marti Emerald**

**ACTIONS FOR
WEDNESDAY, JULY 14, 2010, AT 9:00 A.M.**

**COUNCIL COMMITTEE ROOM (12TH FLOOR),
CITY ADMINISTRATION BUILDING
202 C STREET, SAN DIEGO, CALIFORNIA**

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All Committee members present.

NON-AGENDA PUBLIC COMMENT: Ed Harris, Gavin McBride, Christopher Zimmer, and Sherri Lightner all supported potential revenue from Miramar College for the Lifeguards.

COMMITTEE COMMENT: Chair Young indicated that Item 2 and Item 6 will be tabled until further notice.

CITY ATTORNEY, IBA, AND MAYORAL STAFF COMMENT: None.

ADOPTION AGENDA

Approval of the Record of Action Items for June 23, 2010

ACTION: Motion by Councilmember Gloria, second by Councilmember DeMaio, to approve.

VOTE: 5-0; Young-yea, Gloria-yea, DeMaio-yea, Faulconer-yea, Emerald-yea

ACTION ITEMS

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ITEM-1: Report from the Financial Management Department regarding the FY 2011 APPROPRIATIONS ORDINANCE

(See Financial Management Department's July 1, 2010, Executive Summary; Financial Management Department's July 14, 2010, PowerPoint)

ACTION: Motion by Council President Pro Tem Faulconer, second by Councilmember Emerald, to approve and forward to Council.

VOTE: 5-0; Young-yea, Gloria-yea, DeMaio-yea, Faulconer-yea, Emerald-yea

ITEM-2: Report from the Parks and Recreation Department regarding BUDGET REALLOCATION FOR THE PARK AND RECREATION OPEN SPACE DIVISION PROJECT

(See Park and Recreation Department's July 6, 2010, report)

ACTION: No action taken. This item has been tabled until further notice.

ITEM-3: Report from the Office of the Mayor regarding STATUS OF REENGINEERING STUDIES

(See Office of the Mayor's July 6, 2010, report; Office of the Mayor's July 14, 2010, report; Chief Operating Officer's June 4, 2010, memorandum)

ACTION: No action taken. Councilmember Emerald requested the report be returned with an update on the Airports Business Process Engineering study.

ITEM-4: Report from the Office of the Mayor regarding STRATEGIC MARKETING AND ADVERTISING PLAN

(See The Corporate Partnership Program's June 9, 2010, report)

ACTION: Information only. No action taken.

ITEM-5: Presentation from Councilmember Carl DeMaio regarding CORPORATE

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SPONSORSHIP PROPOSAL

(See Councilmember Carl DeMaio's undated memorandum)

ACTION: Motion by Councilmember DeMaio, second by Councilmember Emerald, to approve the Strategic Marketing Plan and forward to the full City Council, with the following requests:

1. Add a provision to require request for sponsorship respondents to provide an addendum of specific innovative advertising/marketing ideas;
2. Have the Office of Corporate Partnerships report back to the Budget and Finance Committee on a quarterly basis with new ideas and a legal review; and
3. Amend Council Policy to allow the Council to choose how the funds will be distributed each year.

VOTE: 5-0; Young-yea, Gloria-yea, DeMaio-yea, Faulconer-yea, Emerald-yea

ITEM-6: Report from San Diego Lifeguard Service regarding POTENTIAL MIRAMAR COLLEGE REVENUE

(See San Diego Lifeguard Service's July 2, 2010, report)

ACTION: No action taken. This item has been tabled until further notice.

ITEM-7: Update from the CITIZENS' REVENUE REVIEW AND ECONOMIC COMPETITIVENESS COMMISSION

(See Citizens Revenue Review and Economic Competitiveness Commission's June 8, 2010, letter; Citizens Revenue Review and Economic Competitiveness Commission's July 14, 2010, PowerPoint)

ACTION: Information only. No action taken.

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Anthony Young
Chair