



CCAC ANNUAL CONFERENCE

**BUDGET MAGIC:
SHOW ME THE MONEY!**

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Speakers



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WHAT IS A BUDGET?

Building Relationships and Political Savvy

When Asking for Money

4 Common Problems

Limited Resources

Roll-Over Budgets

Competing Interests

*Inaccurate Perception of the
City Clerk Profession*

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Public

Priority: Good government; efficient, transparent, and cost-effective
Incentive: Quality of Life



City Council

Priority: Happy Public
Incentives: Re-election



City Manager

Priority: Happy City Council
Incentive: Keep their job



Finance Director

Priority: Happy City Manager
Incentive: Keep their job



Finance Admin. Staff

Priority: Happy Finance Director
Incentive: Keep their job



City Clerk

Priority: Happy City Manager (appointed)
Priority: Happy Public (elected)
Incentive: Keep their job or get re-elected

Reverse Engineer Your Thought-Process

Focus on the public's needs first, then:

- *City Council*
- *City Manager*
- *Finance Director*
- *Finance Administrative Staff*



Priorities for the Public

- *Efficient services*
- *Intuitive website*
- *Transparent government*
- *Elections run with integrity*
- *Low-cost (saving taxpayer dollars, unfunded pension liability, etc.)*

* Be attentive to the political climate in your city. What items are of high-importance? How can your request help address the challenges of your city?

Priorities for the City Council

- *Efficient services*
- *Easy-to-complete forms*
- *Smooth City Council meetings*
- *Transparent government*
- *Automated reminders
(meetings, deadlines, etc.)*
- *Low cost (saving taxpayer
dollars, unfunded pension
liability, etc.)*

Priorities for the City Manager

- *Efficient services*
- *Smooth City Council meetings*
- *Transparent government*
- *Accurate processing of Public Records Act requests, elections, notices, etc.*
- *Low cost (saving taxpayer dollars, unfunded pension liability, etc.)*

Priorities for the Finance Director

- *Balanced Budget*

Priorities for the Finance Admin. Staff

- *Budget submitted accurately
and on time*

WILL YOUR REQUEST MAKE THE PUBLIC HAPPY?

*If Yes = Happy City Council, City Manager, Finance Director,
Finance Administrative staff, and you.*

Does your budget request meet their needs?

- **Is it a request for technology that will make services more efficient?**
- **Will it make your website easier to use?**
- **Does it help the government become more transparent?**
- **Does it save tax-payer dollars in the long-run?**

Frame your request according to the needs of the public

For example:

• “X” Software can provide the City of “Y” with access to campaign financial reports online. This will make our City more efficient by reducing staff time. Transparent by placing all of the information easily-accessible online. Cost-effective, by preventing the need to hire additional staff to facilitate this process and *environmentally friendly by going paperless (use at your discretion based on the political climate in your municipality)

Exercise 1:

- Pitch your need (technology or personnel)
- Role Play: Clerk and Manager

Understanding the Process

When asking for money

Budget Lingo

- Fiscal Year (Typical): July 1 - June 30
- Annual Operating Budget (AOB)
- Capital Improvement Program (CIP)
- Mid-Year Budget/Adjustments (Mid-Year)

Budget Worksheets and Requests

- *Personnel Allocation Worksheets*
- *New Employee(s) Requests*
- *Technology Requests*
- *AOB Worksheets*
- *Capital Outlay Requests*
- *Department Narratives*



Personnel Allocation Worksheets

- **Names**
- **Titles**
- **Designation**
(FTE, Part-Time, Project)
- **Classifications**
- **Department Allocations**

Technology Requests

- **Software**
- **Hardware**
- **On-Going Maintenance**
- **Other Requests**

AOB Worksheets

- **Actual Operating Budget**
- **General Line Items**
- **Personnel Line Items**
- **Operational Line Items**
- **Forecasting Expenses**
- **Discretion**
- **Bottom Line**

Capital Outlay Requests

- **Stand Alone Items**
- **One Time Purchases**
- **Average \$5,000 - \$30,000**
- **Hybrid Requests**

Department Narratives

- **Organization Chart
(functional)**
- **Mission Statement**
- **Services Description**
- **Prior Year
Accomplishments**
- **Current Year Objectives**
- **Performance Measures**

Exercise 2:

- Write Up Your Need
(Technology or Personnel)

Questions? Comments?

Remember this

**“ THE SECRET OF CHANGE IS
TO FOCUS ALL YOUR ENERGY
NOT ON FIGHTING THE OLD
BUT ON BUILDING THE NEW.**

- Dan Millman