CITY OF COSTA MESA

COUNCIL POLICY MANUAL

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BACKGROUND

The City Council of the City of Costa Mesa is charged with the responsibility of establishing municipal policies to guide the various functions of the City, and to establish procedures by which functions are performed. Regulatory policies established by the City Council usually are adopted by ordinance or resolution and included in the Municipal Code. However, other policies also are established which by their nature do not require adoption by ordinance or resolution because they are intended to be guidelines only. These policy statements adopted by the City Council need to be consolidated in a reference document for easy access.

PURPOSE

It is the purpose of this policy to:

1. Clearly state and compile policy guidelines of the City Council not covered by ordinance or resolution.

2. Provide for the distribution of these policies to all concerned.

3. Establish procedures for the preparation, distribution, and maintenance of Council policies and the "Council Policy Manual."

POLICY

1. There is hereby established a "Council Policy Manual" which shall contain all City policy statements adopted by motion of the City Council.

2. Generally, policy statements in this "Council Policy Manual" will include only such municipal matters for which the City Council is responsible by virtue of the Municipal Code, or specific ordinances and resolutions and are to be used as guidelines in applying other applicable laws.

3. All policy statements shall be prepared in writing and approved by the City Council by motion. Once approved, statements of policy will be reproduced, distributed, and included in the "Council Policy Manual".

4. Each policy statement shall include:

   (a) background, if applicable
   (b) the purpose of the policy; and
   (c) other criteria or procedural sections as required.

5. The City Manager's office shall be responsible for the preparation, continuing maintenance, and distribution of the "Council Policy Manual," and additions or deletions thereto.

PROCEDURE

The City Council or the City Manager may originate draft policy proposals for formal consideration of the City Council.

The City Manager shall be responsible for the assignment of final policy numbers and titles to a policy.

After official adoption by the City Council, the City Manager shall be responsible for duplication of the statement of policy and distribution.

As required, the City Manager shall update the Table of Contents and Cross Reference in the "Council Policy Manual."

Adopted by Resolution No. 77-115A, October 17, 1977

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
COMMITTEES AND BOARDS	000-2	2/1/99 REV: 3/3/03	1 of 3

BACKGROUND

The last revision to this Policy occurred in December, 2002. Since that time, City Council opted to modify the recruitment and selection of Planning and Parks & Recreation Commissioners. Council Policy 000-2.5 was subsequently established to provide the specific procedures for recruitment and selection process for both Commissions. Council Policy 000-2 has been changed to cover only the City's appointed committees and boards.

PURPOSE

To provide clear and cohesive policies which assist appointed committee and board members in performing their duties, and procedures for new committee and board formation.

POLICY

1. Bring community attitudes and needs into focus by providing valuable communication links between the community and the government of the City.

2. Facilitate recommendations from the community, which aid City Council in making sound decisions concerning policy formulation and resource allocation.

3. Establish and maintain a streamlined mechanism to facilitate committee and board formation; membership, interaction, work programs, and evaluations.

PRACTICES AND PROCEDURES

1. Formation and Membership

   a. Based upon the need for citizen input on matters of importance to the community, requests to form a committee or board may be made by individual Council Members, local organizations, or residents. "Committee Formation Application Forms" and "Committee Interest Forms" shall be made available to all interested parties.

   b. Upon review of the Formation Request Form, City Council may constitute a new committee or board by formal action. Such action will establish the purpose of the committee or board and the number of members.

   c. Individuals may apply to serve concurrently on more than one committee or board assuming there is no conflict in regular meeting schedules.

d. The City Council will appoint members to various committees and boards with staggered terms.

e. The Mayor shall designate at least one member of City Council to serve as a non-voting liaison to each committee or board. The primary focus of this liaison relationship will be with the committee chairperson.

2. MEMBERSHIP TERMS

a. Committee and board members shall be appointed or reappointed for a term of two (2) years (staggered) unless otherwise specified by City Council.

b. Upon the formation of new committees and boards, staggered two-year membership terms shall be established by City Council. The expiration of all committee and board terms shall be tied to one of two time periods:

1. April 2. October

c. To vacate a position on a committee or board, the person shall file a written resignation with the City Clerk's Office. Vacancies may be filled immediately or held open until a regular appointment time period occurs.

d. The City Council, at any time, may request the resignation of or terminate membership of any committee or board member.

e. Alternates shall automatically fill vacancies left by the departure of full members. The staff liaison shall ensure that alternate appointments to regular member status are made in a timely manner, as described in the Commissions/Committees/Boards Handbook.

3. WORK PROGRAM/COMMITTEE REVIEW PROCESS

a. Each February, all committees and boards shall prepare and submit a Work Program for City Council review. The Work Program shall include:

- Evaluation of the previous years' progress;
- Delineation of the upcoming year's program, goals and objectives; and
- Proposed budget requests.

b. The City Council shall conduct a Committee Review Process once a year in February to review the role and progress of committees and boards to determine their effectiveness. In doing so, City Council reserves the right to revise the status of various committees and boards based upon their need and benefit to the community.

1. GENERAL INFORMATION AND PROCEDURES

Except as provided in this policy all committees and boards shall be guided by the policies set forth in the Commissions/Committees/Boards Handbook. In case of any inconsistencies between this policy and the Handbook, the provisions in this policy shall govern these committees and boards. The Handbook includes material on such items as:

- Agenda/Minutes
- Attendance Requirements
- Brown Act Requirements
- Compensation
- Conflict of Interest
- Formal Communication with City Council
- Legislative Activity
- Oath of Allegiance
- Staff Liaison Roles
- Travel and Expense Policy

2. QUORUM DUE TO VACANCIES

a. Where there are no vacancies by resignation of members, the quorum for a committee or board formed by City Council shall be a majority of the members of such body.

b. Where the membership on a committee or board is reduced to less than a majority of the members of such a body due to vacancies by resignation of its members, the quorum shall be a majority of the remaining members of such body until the vacancies are filled by City Council; provided, however, that under no circumstances would the quorum be lowered to less than three (3) committee or board members. (For example, a committee formed by City Council, which has seven members, would need four members to be present for the committee to take formal action on a matter on the agenda for the meeting. If vacancies occur due to resignations of the members, the quorum would be adjusted to require a minimum of three members to be present for the committee to take formal action on a matter on the agenda while the vacancies have not been filled by City Council. Once the vacancies are filled, the quorum would return to the requirement of four members.)

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
PLANNING COMMISSION AND PARKS AND RECREATION COMMISSION	000-2.5	3/3/03 Revised 12/13/04	1 of 3

BACKGROUND

The City Council has changed the method it uses to appoint the members of the Planning Commission and the Parks and Recreation Commission so that appointments to each of these commissions is by majority vote. The persons appointed serve at the pleasure of the City Council. The commissioners' terms are for four years except that initial appointments under Ordinance number 04-17 for two of the Planning Commissioners and two of the Parks and Recreation Commissioners, chosen randomly, shall be for two years in order to have staggered terms.

PURPOSE

To establish certain procedures governing the appointment of Planning and Parks and Recreation commissioners and related matters.

PRACTICES AND PROCEDURES

1. Appointments

   a. The City Manager will put on the City Council agenda for the second regular City Council meeting in January following each General Election the matter of appointment of commissioners for the Planning Commission and Parks and Recreation Commission. Appointments will be needed to fill any vacancies caused by the expiration of commission member terms.

   b. The City Manager will give advance notice of the calendaring of this matter to the Council Members.

   c. Prior to the scheduled Council meeting, the City Manager will also cause public notice to be given of the number and type of commission appointments to be made and invite any interested persons to submit to his office their name, resume, and statement of interest in the commission appointment desired. All such applications received will be supplied to the Council Members.

   d. At the scheduled Council meeting when this matter is called for consideration, each Council Member may make nominations of persons to be appointed to each commission to be voted on by the entire council.

2. Qualifications

   a. Commissioners must be residents and qualified electors of the City. The City Clerk shall verify that applicants satisfy these qualifications.

   b. No commissioner shall be a regular, full-time employee of the City, nor a Council Member.

   c. The Council Members shall select their nominee(s) based on the individual Council Member's judgment that his or her nominee(s) are the best qualified persons for these commissions.

   d. The appointments shall be from among persons who have submitted applications.

3. Terms

   a. Each commissioner will serve a term of four years except that upon initial appointment following adoption of this Policy Revision and Ordinance Number 04-17, two members of each commission, selected at random, shall serve a term of two years.

   b. Notwithstanding subdivision 3.a above, a commissioner will continue to serve until a replacement commissioner has been appointed and qualified.

   c. A commissioner's term shall automatically terminate upon his or her ceasing to be qualified under section 2 above.

4. Removal

   a. A Council Member may request consideration of removal of a Commissioner by placing the removal on a Council agenda.

   b. When this matter is called for consideration, The City Council may remove any member of either commission by majority vote.

5. Compensation

Compensation for the commissioners will be set from time to time by City Council resolution.

6. Absences

The provisions in Costa Mesa Municipal Code, section 13-10(d) and (e) describing excusable absences and absences resulting in termination of office shall govern both Planning and Parks and Recreation commissioners. An absence without cause from three consecutive meetings shall automatically end a commissioner's term of office.

7. Additional Policies

Except as provided in this policy, the Planning Commission and Parks and Recreation Commission shall be guided by the policies set forth in the Commissions/Committees/Boards Handbook. In case of any inconsistencies between this policy and the Handbook, the provisions in this policy shall govern these commissions. The Handbook includes material on such items as:

- Agenda/Minutes
- Attendance Requirements
- Brown Act Requirements
- Compensation
- Conflict of Interest
- Formal Communication with City Council
- Legislative Activity
- Oath of Allegiance
- Staff Liaison Roles
- Travel and Expense Policy

CITY OF COSTA MESA, CALIFORNIA

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
LIABILITY CLAIM PROCEDURE	000-3	2/1/92 REVISED 06/19/2007 9/17/07	1 of 1

PURPOSE

The purpose of this policy is to provide the authorization of settlement of liability claims under the City's Self-Insured Plan, and to establish consistent guidelines for the settlement of such claims depending upon the amount of the claim.

POLICY

1. The City's Human Resources/Risk Manager has the authority to settle tort claims under $5,000 and provide payment through the Finance Department.

2. Any claims from $5,000 to $25,000 may be reviewed and approved by the Human Resources Manager with City Manager approval.

3. The City's Insurance Committee, consisting of the City Manager, City Attorney, and Finance Director may review and approve claims up to $50,000.

4. The City Manager has the authority to reject any claim, regardless of the stated or unstated amount. This authority may be delegated by the City Manager to the City's Insurance Committee or an individual employee.

5. Settlement of claims for an amount of over $50,000 shall be placed before the city Council for review and approval.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
TIME LIMIT ESTABLISHED FOR COUNCIL MEETINGS	000-4	02/16/88	1 of 1

BACKGROUND

The Council Meetings have, over the past few years, become much longer, sometimes lasting past 11:00 p.m. It has become increasingly difficult to devote the time and energy necessary to make a decision on those complex issues that come before the Council during the late hours of the evening.

PURPOSE

The purpose of this policy is to set forth guidelines to address the problem of and discourage late meetings.

POLICY

Except for extenuating circumstances, the City Council shall conclude meetings by 12:00 midnight. In the event there is unfinished business on the Agenda, the Council will adjourn to the following Tuesday at 6:30 p.m. in the Council Chambers of the City Hall, 77 Fair Drive, Costa Mesa, to complete the business remaining on the Agenda.

Items of particular interest to the Community shall be scheduled for special, Adjourned City Council Meetings rather than regularly scheduled meetings.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
ADVERTISING AND PROMOTIONAL GUIDELINES	000-5	1/1/88	1 of 1

BACKGROUND

Various organizations have, in the past, requested that the City fund advertising and promotional activities.

PURPOSE

Because of the increase in the number of requests received and the cost involved, it has become necessary to establish a policy that will delineate guidelines for evaluating these funding requests.

POLICY

1. All proposals for funding under the advertising and promotional budget should:

   A. Benefit the entire City and its citizens.
   B. Enhance the image and reputation of the City.
   C. Exhibit civic pride, thereby bringing further recognition to the City and its citizenry.
   D. Serve a charitable, philanthropic, cultural, or educational purpose.

2. Each proposal should conform to at least one of the following criteria:

   A. Facilitate events with broad based support and involvement from the residential community which promote positive aspects of the City.
   B. Encourage growth of tourism in the City.
   C. Promote City-sponsored community cultural events and projects.
   D. Advertise the availability of City services and programs such as parks, recreational services, golf courses, etc.
   E. Promote community health and safety programs such as fire prevention, bicycle safety, bicycle licensing, rabies clinics, etc.

3. A request shall be ineligible if:

   A. Organization or individual is not based in Costa Mesa.
   B. Organization or individual has been funded through other City grant programs in the same fiscal year.
   C. Organization or individual has not been funded by at least 50 percent from some other source.

4. Limitation of expenditure:

   A. City Manager may approve advertising or promotional requests up to $500.00, and inform the City Council of such expenditures by memorandum.
   B. All advertising and promotional requests exceeding $500.00 shall be presented to the City Council for approval on a biyearly basis.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY - COMMUNITY NEWS GUIDELINES	000-6	9/1/85 Rev.12/06/04	1 of 2

BACKGROUND

The City utilizes a variety of techniques to communicate information to the residents of the community. Historically, this has included the use of press releases, brochures, flyers, and public service announcements. As the City has grown, the more traditional means of communicating with the public have become less effective. The development of a City Newsletter was approved by City Council, with Council Policy 000-6 created and adopted in September of 1985. The Newsletter served as an aid in informing citizens of City programs, services, upcoming projects, useful Municipal Code sections, public safety reminders, and activities available to them.

Due to the recent budgetary constraints and in developing cost containment of City programs and services, City Council decided in June 2004 to combine information contained in the City Newsletter with the City's Recreation Review program brochure. The resultant Community News and Recreation Review will provide the same information in a timely manner on a quarterly basis, with winter, spring, summer and fall brochures distributed to all Costa Mesa residents.

PURPOSE

It is the purpose of this policy to:

1. Establish an orderly process and assign responsibilities for preparation of the Community News section of the Community News and Recreation Review brochure.

2. Set forth editorial guidelines for the brochure.

POLICY

1. The Legislative and Public Affairs Manager or her/his designee shall be responsible for overseeing and editing articles in the Community News section of the brochure.

2. A Community News committee, consisting of representatives from each City Department, shall provide articles to the Legislative and Public Affairs Manager or her/his designee per the Working Brochure Timeline created by the Recreation Division, Central Services Division, and City Manager's Office. The Community News Committee shall be advised of upcoming submittal deadlines for each brochure by the Legislative and Public Affairs Manager or her/his designee in a timely manner.

3. Topics for inclusion in the Community News section shall be limited to information items pertaining to municipal services; special events and upcoming projects; actions of the City Council, appointed commissions and committees; explanations of Municipal Code sections; and public safety reminders.

4. Articles included in the Community News shall not promote or highlight individuals except to commend exceptional contributions by those duly recognized by the City Council.

5. Quotes by the City Council, commission/committee members and City staff in articles included in the Community News, shall be prohibited.

6. Photographs of the City Council in the Community News shall include all members.

7. The Community News shall not contain any reference to political, ethnic, or religious organizations or affiliations.

8. The Legislative and Public Affairs Manager and/or her/his designee shall review all articles for grammar, spelling, and clarity. All articles shall include a department or division and contact number for further information. Editing shall also include condensing of information, as necessary for brochure space limitations, and ensuring the provisions of this Policy are met.

9. The Legislative and Public Affairs Manager and/or her/his designee shall coordinate the Community News section with both Recreation Division staff overseeing the Recreation Review section, and Central Services staff overseeing production and distribution of the quarterly brochures. All reviewed articles shall be submitted to Central Services staff in a timely manner.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
PROCEDURE FOR PLACEMENT OF ITEMS ON THE CITY COUNCIL AGENDA	000-7	9/1/86	1 of 1

BACKGROUND

The purpose of this policy is to clarify the procedure for the placement of items on the City Council meeting agenda. Although the Municipal Code Section 2-42 sets forth procedures for agenda item placement, it does not specifically address the procedures that apply to a City Council member's request for the placement of an item on the agenda. Based upon this ambiguity, it is necessary to specify applicable procedures.

PURPOSE

It is the purpose of this policy to:

1. Establish an orderly process for the placement of items on the agenda by City Council members.

POLICY

1. Any Council member may place an item on the agenda. However, such a request must be submitted in writing to the City Clerk by no later than 10:00 a.m. on the Monday prior to the City Council meeting.

2. Any item submitted under the above conditions shall be considered under New Business on the agenda.

3. On matters previously considered and voted on by the City Council, any Council member may request a rehearing pursuant to the provisions of Section 2-302 et sequens of the Costa Mesa Municipal Code.

4. The City staff shall be responsible for the preparation of reports, impact studies or analysis on City Council member initiated items only if so directed by a majority vote of the City Council.

5. Items requiring an expenditure of funds or a legal opinion shall not be requested under Councilmanic Comments. Exceptions to this may be made under emergency situations or when immediate action is required of the City Council.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
LEGISLATIVE POSITIONS	000-8	5/16/91 Rev.9/20/99	1 of 2

BACKGROUND

The increasing involvement in local affairs by Federal, State and County governments, coupled with the proliferation of special agencies and districts, makes it imperative that a formalized proactive approach be taken toward legislation which may impact the welfare of the Costa Mesa community. Past City Councils have participated in the legislative process to varying degrees. For the most part, such participation has been informal.

PURPOSE

The purpose of this Policy is to establish a comprehensive and formal program for addressing legislative issues. This includes the establishment of signatory authority and the creation of legislative review guidelines.

POLICY

1. The City Manager, or his designee, shall be responsible for overseeing the legislative review process.

2. A Legislative Review Team, consisting of the Mayor, Mayor Pro Tem, and the City Manager, shall periodically review legislation and formulate the City's position.

3. The Mayor is authorized to execute position letters on behalf of the City Council when the position is in concurrence with that of the National League of Cities, the State League of Cities, the Orange County Division of the League of Cities or the Orange County Council of Governments. At the direction of the Legislative Review Team, position letters may also be executed by the City Manager, or his designee, as appropriate.

4. Formal Council approval is required in instances in which the City's position may differ from that of the National League of Cities, the State League of Cities, the Orange County Division of the League of Cities or the Orange County Council of Governments.

5. Formal Council approval is required in instances in which the National League of Cities, the State League of Cities, the Orange County Division of the League of Cities or the Orange County Council of Governments have not taken a formal position.

6. City Commissions and Committees are prohibited from executing legislative position letters but may make recommendations to the Legislative Review Team or the City Council.

7. All City Council members shall receive a copy of all legislative position letters written on city letterhead. A quarterly activity report of the City's legislative positions, and the status of such legislation, will be provided to the City Council.

8. The preceding in no way infringes upon the right of the City Council members to express individual positions on legislative issues. In expressing an individual position, City Council members will clearly state that the position is personal and not sent on behalf of the City or City Council.

GOAL

Retention of existing businesses within the City of Costa Mesa.

BACKGROUND

The retention and expansion of existing Costa Mesa firms are key to increasing employment, maintaining a stable tax base, and attracting new businesses. Many of the employment growth opportunities in a community come from existing businesses. In order to positively effect decision-making, state and local governments must be responsive to the wants, needs, and perceptions of the business community. By the same token, the business community must recognize that government is concerned about the needs and desires of the residents, maintenance of service levels and economic stability of the community as a whole. A Business Retention Program is a systematic approach to gathering information from the local business sector; using that information to address immediate problems; and developing programs and policies which promote a diversified, stable, and healthy local economy. Above all, the Program represents a commitment from public and private sectors to communicate and work together.

A successful Business Retention Program serves a variety of needs. It supports existing businesses through identification and assistance in addressing immediate problems which impact their viability. It may also provide access to a variety of public services -- training, financing, infrastructure -- which can promote the long-term success of the business community. Commercial and industrial attraction efforts are enhanced through the increased success of existing businesses as well as the development of a positive working relationship between public and private sectors. Similarly, new business opportunities can be identified and encouraged. The Program also provides a ready-made, early warning system for impending business closures.

The City of Costa Mesa is in a unique position to help businesses to make the most of their Costa Mesa location long before relocation is seriously considered by providing accurate, proactive, and objective information about Costa Mesa's unique characteristics. Through the combined efforts of both the City and business leaders, planning for the future of Costa Mesa can be ensured in a way which is compatible with the City's strengths and weaknesses. For a proactive Business Retention Program to succeed,

the City and business leadership must develop a strong, highly visible reputation as a valuable partner, whose resources and expertise can help plan for the future and maximize competitiveness.

OBJECTIVE/PROGRAM

A key element of the Business Retention Program is the determination of which types of businesses are key to the City's financial, educational, cultural, and employment needs. The Costa Mesa Business Round Table (later renamed the "Costa Mesa Economic Development Task Force"), South Coast Metro Alliance, and Costa Mesa Chamber of Commerce, in cooperation with the City, should target those key businesses that are "at risk" of relocation. Businesses licensed by the City of Costa Mesa are, to some degree, important to the local economy as well as their customers. The objective in this area is to heighten the overall community awareness level of the link between local business retention and the contribution to valued City services, while at the same time minimizing the expenditure of precious tax dollars and limiting the role of local government in promoting private sector reinvestment and cooperation.

*Actions

1. The Costa Mesa Economic Development Task Force (herein referred to as the "Task Force") will develop a questionnaire designed specifically for the businesses operating in Costa Mesa.

2. The Task Force will develop a target list of key at-risk businesses to participate in the survey from business licenses, tax information, utilities, Chamber of Commerce, etc.

3. The Task Force will send letters of introduction to selected businesses soliciting their participation in the survey.

4. A Business Retention Team, consisting of City representation, Economic Development Task Force representation, and other key participants, will engage in field visits to key at-risk businesses.

5. The Business Retention Team will coordinate the response to immediately -- red flag -- the firm's specific problems/issues.

6. The Task Force will coordinate follow-up "Thank You" letters to those who participate.

7. Once all surveys have been completed, the data will be analyzed to determine trends and interrelationships among those responding.

8. The survey phase of the Business Retention Program will provide input for designing on-going appropriate local programs.

Subject to the findings of the survey, the Task Force shall develop specific efforts to address the needs previously identified. Those specific efforts of the Program shall be presented to the appropriate entity (i.e. City of Costa Mesa, California State Legislature, Chamber of Commerce, Board of Realtors, etc.) for further action. Examples of such programs (to be determined by the appropriate entities) are as follows:

a) A Business Assistance Guide published to provide critical information on the City and its programs and policies.

b) An Information/Complaint "Hot Line" established to respond to business and residential problems.

c) A Computerized Information Access Center established to provide 24-hour access to requirements, regulations, and general information via telephone modem.

As part of an "on-going" effort to assist businesses, the City will implement the below activities (as a minimum) with City Council approval:

1. A City Business Retention Specialist/Ombudsman will be designated from existing staff to help facilitate questions, requests, and problems.

2. Letters will be drafted and mailed out with each business license renewal and new business licenses, highlighting the services available to assist them and recognizing their importance to the community.

3. Continuation of the comprehensive City Profile and its publication highlighting the strengths and advantages of the Costa Mesa area as a place to live, work, and recreate.

PROGRAM SCOPE

The next step for the Task Force should be to decide on the appropriate scope for the Program. This should include the sectors and number of businesses to be interviewed and the time line for completing the Program.

Costa Mesa's first round of surveys should target businesses which compromise the "economic base" of the local community. The economic base is made up of firms that export out of the region or produce goods for the local markets that might otherwise come in from out of the State. At the same time, the "local market economy," consisting of retail firms, restaurants, and other businesses which cannot be replaced by imports, should also be given due consideration. The economic base draws dollars into a community by selling products outside the area. While future growth comes from the economic base, it is also important to recognize the role of the local market economy as it services that base as well as the community at-large. Initially, the business retention efforts should focus on a mix of the "economic base" and "local market" economies to service the needs of all.

As an initial effort, the Task Force should compile a list of all businesses operating in the area. This list can be compiled from various sources including business license records, Unemployment Insurance records, Chamber of Commerce membership, and retail sales figures. Examination of this list will allow the Task Force to access what business/industrial sectors exist in the local economy and which sectors comprise the "economic base" as well as the "local market" base. Once identified, the Task Force must select which specific businesses within the base to interview.

Typically, a first-year Business Retention Program conducts 50-100 interviews, with approximately 20 volunteers. Given that the City of Costa Mesa has in excess of 10,000 businesses, it is important to carefully target business retention efforts. It is not practical or useful to survey an entire SIC code cross section. There must be a focus on base industries, and within those industries, make strategic choices:

* Who are the largest employers?

* Is there an important or central industrial area?

* Which industries have significant growth potential?

* Are there local land use issues that potentially will impact business growth and/or adversely affect existing residential areas?

* Has a particular industry/business area had problems which should be addressed immediately?

* Which businesses generate the most in terms of locally received revenue (i.e. sales tax, TOT)?

* What is the relationship between the demand for government services by business type and local revenue tax generation?

PUBLICIZING THE PROGRAM

The value of publicity for the Business Retention Program cannot be overestimated. Positive publicity generates credibility and support and ensures high levels of participation from area organizations and businesses. A list of methods and outlets that may be used for informing the public about the Business Retention Program include:

* Feature and human interest stories about:

  - Goals and objectives of the Program

  - Government/industry cooperation

  - Interviewers

  - Businesses/industry survey

  - Program results, especially problems solved

* Interviews and follow-up articles for:

  - Newspapers

- Radio stations
- Television stations

* Public service announcements.
* Speaking engagements, presentations, and reports which describe the Program's goals and activities for groups and businesses.
* Organization and business newsletters as well as press releases.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
OFFICIAL SEAL OF THE CITY OF COSTA MESA	000-10	1/1/95 (revised 12-6-04)	1 of 1

PURPOSE

It is the purpose of this policy to establish an orderly process for the use of the official seal of the City of Costa Mesa.

POLICY

1. The City of Costa Mesa shall have an official seal that may be altered pursuant to resolution of the City Council.

2. The City Clerk shall have an official seal that may be altered pursuant to resolution of the City Council.

3. The official seal of the City of Costa Mesa is the property of the City of Costa Mesa and shall be used only for the following:

   A. Official business of the City of Costa Mesa; and

   B. Such other uses as established by ordinance or resolution of the City Council; provided, however, that any use of the official seal of the City of Costa Mesa so approved by ordinance or resolution of the City Council which is not for the official business of the City shall include as a condition of its use, prominently affixed to the document or article that displays the official seal, a statement that the document or article is not printed, manufactured or distributed at public expense, and the statements or display thereof does not reflect the official position or policy of the City of Costa Mesa. Under no circumstances shall the City Seal be authorized to be used in conjunction with any campaign for elective or appointive office by or on behalf of any person.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
VIDEOTAPE SUBMITTAL PROCEDURE	000-11	08/16/99	1 OF 1

BACKGROUND

Citizens, applicants, and other parties have, in the past, submitted videotapes for viewing at public meetings. The video is usually provided as a means of making a point, or to further identify/explain a situation, problem, or offer a representative example. Since many of the public meetings are televised, it is important that the videotape be appropriate in terms of length, and content consistent with the provisions of Chapter III of the Costa Mesa Municipal Code.

PURPOSE

This policy will establish the procedure for submitting videotapes so that adequate time is provided for reviewing the video by representative departments, and for notifying the person submitting the videotape of the decision to either accept or reject the videotape in advance of the meeting.

POLICY

1. All videotapes submitted shall be limited to no more than three (3) minutes. Oral Communications before the City Council are limited to three (3) minutes by Code, although this may be extended by the Mayor with the mutual consent of the City Council. Accordingly, the use of video should take into account the 3-minute time limit in combination with any oral comments to be made at the meeting.

2. In order to be played using the City's video equipment, videotapes shall be VHS (1/2") standard tapes.

3. Each videotape submitted shall be related to the subject matter spoken by the citizen at the public meeting.

4. Use of profanity, vulgar language, indecent (obscene and/or lewd) content in any video will render the video unacceptable.

5. The City Manager or his designee shall have the responsibility to reject a videotape based on the provisions of this policy.

PROCEDURE

1. All requests to play videotapes at a public meeting shall be submitted to the City Clerk's Office at least 2 hours prior to the scheduled meeting, to ensure they are reviewed for compliance with this policy. The Deputy City Clerk shall review the tape for compliance with the policy. If a tape is determined to be non-compliant with this policy, the Deputy City Clerk shall advise the City Manager of same, and the tape shall be returned to the submitter. The submitter shall have the right to request the City Manager to review the decision of the Deputy City Clerk prior to the scheduled meeting.

2. Tapes submitted at the meeting may be used at the City Council's sole discretion. The City Council may trail testimony on a subject to allow the tape to be reviewed while the meeting is being conducted.

3. Tapes may become part of the City's official record. Those tapes that are not may be reclaimed by the submitter at the City Clerk's Office. Tapes not obtained within thirty (30) days from the date originally submitted shall be disposed of by the City Clerk's Office.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

UBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CITY COUNCIL AGENDA – MOMENT OF SOLEMN EXPRESSION	000-12	3/1/04	1 of 1

BACKGROUND

A California Court of Appeal has ruled[1] that any sectarian invocation given at a City Council meeting would violate the "Establishment Clause" of the First Amendment of the U.S. Constitution [2] when the legislative prayer has the effect of affiliating the city government with a specific religion or belief.

PURPOSE

The City Council still wishes to begin its meetings by publicly acknowledging the solemn responsibility being undertaken during these democratic gatherings, and yet wishes to avoid any violations of the Establishment Clause. This can be done by setting aside a time at the beginning of each meeting as a designated public forum during which a member of the community may present a moment of solemn expression to assist the Council Members to remember the seriousness of their oaths and obligations they have as elected servants.

POLICY

The City Council of Costa Mesa shall begin its regular meetings with a moment of solemn expression lasting no more than three minutes. As determined through a first come, first served sign-up process, a member of the audience will be invited to deliver the solemn expression. The City Council disclaims any intent to sponsor, endorse, advance, or favor any particular faith or belief expressed during a solemn expression, or to disparage any other views. Content of the expressions will not be monitored, except for compliance with this policy.

PRACTICES AND PROCEDURES

1. The City Clerk shall establish a sign-up list on a first come, first served basis containing the names of persons who volunteer to present a moment of solemn expression at a Council meeting. Prior to each Council meeting the clerk shall notify the next person on the list that it is that person's turn to present the solemn expression and shall obtain verification of the person's availability.
2. The presenter of a solemn expression may take up to three minutes for the presentation.
3. Any member of the community may participate, regardless of belief or religious persuasion, to deliver a sectarian or secular message.
4. The Council agenda for each regular meeting shall have a time for the Solemn Expression where it presently lists the Invocation.

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[1] See case of *Rubin et al. v. City of Burbank* (2002) 101 Cal. App. 4th 1194.

[2] Reference to the "Establishment Clause" is a shorthand way of referring to the prohibition in the First Amendment to the U.S. Constitution, which states: "Congress shall make no law respecting an establishment of religion . . . ." This prohibition is made applicable to state governments by the Fourteenth Amendment.

CITY OF COSTA MESA, CALIFORNIA

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
REGULATIONS GOVERNING AMICUS CURIAE REQUESTS AND ATTORNEY GENERAL OPINION REQUESTS	000-13	2/21/06	1 of 1

PURPOSE

The City Council wishes to adopt a policy to govern the orderly processing of requests from litigants or interested citizens or groups, such as the League of California Cities, for support in pending legal actions as *amicus curaie,* or friend of the court. In addition, the City Council wishes to adopt a policy to govern requests from the Attorney General for input on matters of statutory or legal interpretation.

POLICY

1. The City Council delegates to the City Attorney and the City Manager the authority to assess each *amicus curiae* request and Attorney General request to determine which shall be supported. The City Attorney and the City Manager shall consult together as may be necessary from time to time to determine which *amicus curaie* requests should be supported, and which Attorney General Requests should receive a response or substantive input from the City of Costa Mesa, through the office of either the City Manager or the City Attorney.

2. Copies of each *amicus curiae* request and each request for input from the California Attorney General received by the City Manager, City Clerk, or City Attorney shall be forwarded to the City Council within a reasonable time of its receipt. Any member of the City Council may request that a particular *amicus curiae* request or Attorney General request be agendized for City Council discussion and possible action while the request remains under consideration by the City Attorney and City Manager.

3. The City Council shall be informed of which amicus requests the City Manager and City Attorney have determined to support on behalf of the City, and the Council shall be provided copies of any and all letters and briefs in response to *amicus curaie* requests or Attorney General requests.