



AGENDA

BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Davis Joint Unified School District Administration Building
East Conference Room, 526 B Street
Monday March 22, 2010
7:00 PM

Commission Members: Chair Robert Agee, Vice-Chair Joe Hruban, Greg Phister, Sydney Vergis, Tobin Richardson, Michael Faust, Dave Robert (Alternate), Finance and Budget Commission Liaison, Donald Palm
City Council Liaisons: Ruth Asmundson, Don Saylor (Alternate)
City Staff: Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist

Amount of time for each item is approximate and subject to change.

1. **Determination of Quorum and Seating of Alternates**
2. **Approval of Agenda**
3. **Public Comment (5 min)**
This is the time for the public to address the Commission on matters not listed on the agenda. Presentation time will be at the discretion of the Chairperson.
4. **Approval of Minutes (2 min) – February 22, 2010**
5. **Sacramento Metro Chamber presentation on Metro Pulse Business Retention Program (15 min)**
6. **BPLS – Overview of Study Conclusions (30 min)**
7. **Staff Communication/Updates (5 min)**
8. **Subcommittee Updates and Organization (20 min)**
 - o Work Plan
 - o Economic Indicators
9. **Future Agenda Items (2 min)**
10. **Adjourn**

Future Meetings: April 26, 2010 and May 24, 2010

Any writing related to an agenda item for the open session of this meeting distributed to the Commission less than 72 hours before this meeting is available for inspection at City Hall, 23 Russell Blvd., Davis.

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MINUTES
BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION

Monday February 22, 2010

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1. **Determination of Quorum and Seating of Alternates - Quorum established @ 7:03 p.m.** Absent: Councilmember Don Saylor, Commissioner Richardson
2. **Approval of Agenda - Agenda approved 7:04 p.m.**
3. **Public Comment - No public comment**
4. **Approval of Minutes – January 25, 2010 Minutes approved @ 7:05 p.m.**
5. **Yolo County Visitors Bureau**

Diane Parro provided an overview of the YCVB, it's function and organizational history. The YCVB began as a subsidiary of the Davis Chamber of Commerce. It is in its 10th year of existence and represents all of Yolo County. The organization has scaled back during the recession and recently moved into the Hunt-Boyer Mansion. The Hunt-Boyer is a much nicer place to welcome guests.

Diane Parro stated tourists are an important factor in economic development. She highlighted the economic benefit of tourism on the local economy. She explained how the YCVB markets Yolo County and how electronic media has leveled the playing field for smaller markets. The YCVB has only two full-time staff and several interns, which spend a lot of time marketing the Yolo County through electronic media.

Diane State this year is the year to focus on hotels and make sure they do everything they can to market their products. The YCVB is planning several sessions for hoteliers. Next year her focus will be on restaurants.

A commissioner asked about how to identify people in organization leadership roles who might choose Davis as a location for conferences. Diane responded there is a UC Davis event planner exchange, which is an informal group. There are over 400 people on campus with responsibilities for planning conferences or meetings on campus. At the exchange, she talks to them about planning an event and keeping the event in Davis. She has also used Parents' weekend as an opportunity to promote local tourism. Diane stated if the YCVB did a better job keeping what's happening here locally, that alone would be an economic development benefit.

A commissioner asked what are the top two or three things the YCVB could use help pursue things to increase tourism and making Davis a destination. Diane responded she and a commissioner had talked over coffee about identifying people who live in Davis who represent large organizations that may or may not be located here. The goal is to persuade them to have their events here. She felt organizational heads would respond more affirmatively from a peer contact as opposed to a direct call from the YCVB. If the YCVB got anywhere from one to three new events a year through this means, that would make a huge difference. Even the planting the seed would be a success.

A commissioner asked about Davis's capacity to host events. Diane responded Davis has about 630 rooms, and will have 75 more in a few weeks. Woodland has more Davis can draw upon for events. Davis has the university model –hotels are either full or empty. Medium and small conferences are huge for Davis hoteliers. The Special Olympics was hosted on campus last year and is returning again this year.

A commissioner asked about adequate meeting space in Davis and whether that has been a challenge. Diane responded UC Davis has the lion's share of meeting space. They have three really nice, large rooms. If there is a large event coming in with meeting space needs, the YCVB usually starts with UC Davis. The YCVB also use the Veterans Memorial for smaller events. Davis' largest seated meal venue seats 350 – 380. If the YCVB can attraction one or two more, that kind of event fills up local hotels. There is a need for a meeting room capable of seating 30-50 people. Most hotels don't have that size a room. Going on campus for rooms and off campus for hotels is not ideal.

6. Commission Structure

Consider suggestion for BEDC to include ex-officio DDBA and Chamber representatives

Staff introduced the subject of DDBA comments from the last meeting for a DDBA member to attend BEDC meetings on a regular basis. Similar conversations have occurred at the Chamber of Commerce. City staff and the City Manager are receptive to this idea. It is envisioned that these would be "ex-officio" members would be non-voting and not representing a position of their organization. Staff wanted to make sure the BEDC had an opportunity to think about it and weigh in on the concept.

Discussion followed regarding potential merits and drawback to having two ex-officio BEDC seats including:

- Concern about inadequate representation from businesses outside the DDBA Chamber. Commissioners discussed the BEDC could start with two ex-officio seats designated for those two organizations but are not limited to only those two. Other independent businesses could apply for vacant commission seats. Also, BEDC could expend effort specifically outreaching to underrepresented businesses.
- DDBA and Chamber representatives have always accepted an invitation to speak. They usually raise some issues the commission hasn't considered. It can be an efficient viewpoint and serve as an intermediary.
- BEDC meetings are open and representatives are always welcome. One commissioner wasn't sure what problem it solves although it was noted BEDC allows two ex-officio's then the door should remain open for adding more.
- It does make a difference to be an ex-officio member. BEDC is offering a unique seat at the table. If the organizations want it BEDC can benefit from it and it widens the bandwidth of communication without much cost associated with it.

- Ex-officio member implies an obligation to attend and thus increases communication between BEDC and the business community.
- BEDC can only benefit from their participation.

Motion: Approve but not limit two ex-officio members from DDBA and Chamber

Aye: All

Noe: none

7. Staff Communication/Updates

- Business Park Land Strategy

Staff provided a brief overview of the Business Park Land Strategy. The existing land inventory needed updating to include all vacant commercial land as opposed to only office, industrial, and business park land use designations given employment projections for the study include the entire Davis economy, not just uses appropriate for those land use designations. This resulted in some delay to ensure consistency between land inventory and employment growth projections.

Staff announced City Council adopted the BEDC's recommended list of business awards.

Commissioner commented he attended the awards ceremony last year and recipients were genuinely moved by receiving the award. The award had the intended effect.

Staff shared they attended the SARTA Tech Index luncheon. Linda Katehi stated her intent to make UC Davis one of the premier public research universities in the country. The Los Rios Community College District has received several pieces of economic development stimulus funding.

8. Subcommittee Updates and Organization

- Work Plan Subcommittee

Commissioner Agee stated a desire to develop a work plan consistent with commissioner's interests and available time.

Commissioner Faust stated there is work to be done and has narrowed it down to some broad buckets for activities:

- Streamlined processing utilizing best practices from around the country. A single point of contact is needed to address a sometimes loose, haphazard process. In response to a question regarding who has been successful in the region attracting business, Roseville and Rancho Cordova were mentioned. Rancho Cordova's economic model is based on business attraction.
- MetroPulse/Business Walks
- Alumni Association outreach and collaboration
- UC Davis collaboration, highway marketing program, keep & recruit new businesses (technology transfer).
- West Village/Los Rios partnership
- Complete dataset (Economic Indicators project)
- Create a Downtown "zone" with a preset package of fees, permits. Other similar cities have created a turnkey operation that is very predictable.
- Best Business Award. BEDC needs to make it mean something to the recipients to make people really want it.

- Work on generating more interest from businesses outside downtown.
- Review Redevelopment Area projects to reevaluate some specific projects that might be pertinent to what's going on in the current economy. Staff suggested Ken Hiatt and Katherine Hess give the same presentation they gave for the DDBA. Ken also prepared a matrix list of all the different projects, dollar amounts, and had a question/answer session. The DDBA found that informative. Staff can provide that information to the subcommittee and then decide what to bring forward to the entire group.
- Metro Pulse. Staff stated Davis is part of a countywide grant application for the Yolo County Department of Social Services for layoff aversion and business retention. The only way to get out ahead of this is to do the business outreach. Of \$200,000 total, Davis would receive \$55,000. Davis plans to spend its share of the money to participate in the Metro Pulse program. The remainder would be for support services through the SBDC. A commissioner stated Metro Pulse creates accountability and transparency throughout the entire organization. Can change dynamics of decision-making by providing data.
 - Subcommittee Structure -Tabled until work plan is established.
 - Economic Indicators Update - Commissioner Agee provided a brief update. Stated progress has been made and seven members have agreed to serve on the steering committee.

9. Future Agenda Items - Redevelopment Projects, Metro Pulse

10. Adjourn -*Meeting adjourned 8:59 p.m.*

Future Meetings: March 22, 2010, April 26, 2010



Memorandum

March 18, 2010

TO: Business and Economic Development Commission
FROM: Sarah Worley, Staff Liaison
RE: March 22, 2010 Meeting

This memo addresses items listed on the agenda for the Business and Economic Development Commission meeting of March 22, 2010.

Item 5. Metro Chamber Presentation on Metro Pulse Business Retention Program – Matthew Yancey, Director of Business and Economic Development for the Sacramento Metro Chamber will make a presentation on the Metro Pulse business retention program. The City intends to contract for use of the program as part of the grant funding being pursued from the Yolo County Department of Employment and Social Services for purposes of business retention and job layoff aversion activities.

Item 6. Business Park Land Strategy (BPLS) – staff will provide an overview of the conclusions of the BPLS and next steps in the process at the meeting.

Item 7. Staff Communications and Updates:

Commission Membership Additions - The City Council has adopted a resolution modifying the structure of the Business and Economic Development Commission to add three new ex-officio non-voting members with one representative selected by each of the following: Davis Chamber of Commerce, Davis Downtown Business Association (DDBA) and Yolo County Visitors Bureau (YCVB). A copy of the Council staff report on this subject and draft resolution are provided as Attachment 1.

Rosenberg's Rules-of-Order - The City Council and DDBA are making use of Rosenberg's Rules-of-Order as a guide for conducting meetings. These represent a simplified version of Robert's Rules-of-Order drafted by past City mayor and council member, and current Yolo County Judge Dave Rosenberg. A copy of this guide is provided as Attachment 5 for your reference.

Additional updates and information will be provided orally at the meeting.

Item 8. Subcommittee Updates and Organization

- **Economic Indicators:** The Economic Indicators Subcommittee will provide an oral update on the progress made on this project.

- **Work Plan Subcommittee:** The subcommittee has met several times and will share its recommendations for discussion by the full commission.
- **Subcommittee Structure:** The BEDC may wish to reorganize the focus and makeup of its subcommittees to reflect its work priorities for this year.

Attachments:

1. Council Staff Report and Resolution re: New BEDC Ex-officio Members
2. Long Range Calendar
3. Meeting Calendar – March Update
4. New Business Licenses
5. Rosenberg’s Rules of Order

STAFF REPORT

DATE: March 16, 2010
TO: City Council
FROM: Council Subcommittee on Commissions (Mayor Ruth Asmundson and Councilmember Stephen Souza)
SUBJECT: Council Subcommittee on Commissions Report – BEDC Ex Officio Members

Recommendation

Approve attached resolution to add ex officio representatives to the Business and Economic Development Commission.

Fiscal Impact

There is no fiscal impact to this recommendation.

Background and Analysis

The Council Subcommittee on Commissions has been charged by the Council to review procedural issues related to and roles of the – city boards and commissions and make recommendations to the full Council, as necessary. The subcommittee has reviewed several topics over the past months and is bringing this issue forward for Council action.

At the January meeting of the Chamber 2x2, Chamber representatives requested that the City Council consider adding a representative from the Davis Chamber of Commerce (Chamber) and from the Davis Downtown Business Association (DDBA) to the Business and Economic Development Commission (BEDC). Because the Chamber and DDBA have a vested interest in many of the topics the BEDC discusses, designating a specific representative from each organization to participate in BEDC meetings would be beneficial to all parties involved.

At their February 22 meeting, the BEDC voted unanimously to support this recommendation to Council and suggested they would be open to considering additional ex officio members representing other organizations, if such a need becomes obvious. The DDBA Board has not yet taken an official position on the issue, but individual Board members have supported the concept. The Subcommittee also recommends including the Yolo County Visitors Bureau as an ex officio representative on this commission. The YCVB Board has not weighed in on the recommendation, but the Executive Director and the Board Chair both support it.

These representatives would participate in all aspects of the Commission, other than voting. It would be left to the discretion of each organization to provide a representative to serve in an ex officio capacity.

The attached resolution contains the text of the most recent, approved authorizing resolution for the Commission. Staff recommends adding the marked portions to add the ex officio representatives.

Attachments

1. Business and Economic Development Commission Authorizing Resolution (changes tracked)

RESOLUTION 10-XXX, SERIES 2010

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DAVIS REGARDING THE
STRUCTURE AND PURPOSE OF THE BUSINESS AND ECONOMIC DEVELOPMENT
COMMISSION

WHEREAS, this resolution supercedes all previous resolutions related to the structure and purpose of the Commission; and

WHEREAS, the City Council relies on Boards and Commissions to provide advice and information on subjects within the Commission's scope; and

WHEREAS, business and economic development can play a key role in providing a balanced economy for a local government; and

WHEREAS, the city of Davis has identified a critical need to increase its sales tax base, encourage more businesses to locate and grow in the city, and to capitalize on existing and emerging industry clusters.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the city of Davis creates a Business and Economic Development Commission to achieve the following:

1. PURPOSE

The Davis Business and Economic Development Commission is to advise the City Council on matters related to business and economic development.

As an advisory body of the Davis City Council, the commission is established and guided by the following documents:

- a. Davis Anti-discrimination ordinance; and
- b. Commission Handbook; and
- c. Commission Policy Guidelines

2. MEMBERSHIP

The Business and Economic Development Commission shall consist of seven (7) members and one (1) alternate. All voting members of the Business and Economic Development Commission, regular and alternate, shall be appointed by the City Council.

The alternate member shall not vote except upon one of the following conditions:

- a. Absence of one (1) or more of the regular members of the commission.
- b. Disqualification of a regular member of the commission because of an expressed conflict of interest.

There will be one (1) non-voting liaison from the Finance and Budget Commission.

There will be one (1) non-voting ex officio representative each from the Davis Chamber of Commerce, the Davis Downtown Business Association and the Yolo County Visitors Bureau. Each organization will select its own representative and determine term limits and termination procedures for that individual.

3. TERMS OF OFFICE

Members of the commission shall serve a term of four (4) years, or until their successors are appointed. For purposes of establishing staggered terms, appointments may be for terms varying between one (1) and four (4) years as the Council may decide. No members shall serve for more than two (2) consecutive terms, except under special circumstances.

4. TERMINATION OF APPOINTMENT

The term of appointment of any member of the commission who has been absent from three (3) consecutive regular or special meetings, or who has missed more than 1/3 of the meetings in a 12-month period, without the approval of the City Council, shall automatically terminate.

Members of the Business and Economic Development Commission serve at the pleasure of the Council and may be removed from office by a majority vote of the Council.

5. VACANCIES

Vacancies on the commission shall be filled for the unexpired term in the same manner in which regular appointments are otherwise made.

6. OFFICERS OF THE COMMISSION

The members of the Business and Economic Development Commission annually shall select one (1) of its voting members as Chairperson and one (1) of its voting members as Vice Chairperson. No chairperson or vice chairperson shall serve more than two (2) consecutive years as chair.

a. THE CHAIRPERSON of the commission shall call the meetings to order at the appointed time, shall appoint all committees, subject to the approval of the commission, shall have all the powers and duties of the presiding officer as described in Robert’s Rules of Order, and shall perform such other duties as may from time to time be prescribed by the commission.

b. THE VICE CHAIRPERSON of the commission shall have all the powers and perform all the duties of the Chairperson in the case of absence or inability of the Chairperson to act. The Vice Chairperson shall perform such other duties as may from time to time be prescribed by the commission or the Chairperson.

7. MEETINGS OF THE COMMISSION

The Business and Economic Development Commission shall establish a regular time and place of meeting and shall hold regular meetings. Special meetings of the commission may be called by the Chairperson, or by any four (4) or more voting members of the commission, with permission of the Council liaison or the City Council. Personal notice must be given to all members of the commission. If personal notice cannot be given, written notice must be mailed to such members

at least twenty-four (24) hours prior to said meeting, unless said notice requirement is waived in writing by said member.

8. QUORUM

For the purpose of transacting business, a quorum of the Business and Economic Development Commission shall consist of four (4) of the seven (7) members. An alternate member shall be counted as a full voting member for purposes of attaining a quorum.

9. FUNCTIONS OF THE COMMISSION

The Business and Economic Development Commission shall have the responsibilities as provided in this section and such other duties as the Council may, from time to time, decide:

- a. Advise the City Council and staff on matters relating to business development and economic development. In looking at economic development, the Commission shall work with the Economic Development Strategic Plan as approved by the City Council.
- b. The Commission's activities shall also include: identification of constraints and incentives to economic development, direction on business recruitment, representation on business outreach visits to existing businesses, education to the community on the importance of economic development appropriate to Davis, monitoring of sales tax leakage, and other activities as directed by the City Council.
- c. Serve as a focal point for the community and city government on economic development projects and issues. Work cooperatively with the Planning Commission, the Finance and Budget Commission and other city and community groups on issues of mutual interest.

PASSED AND ADOPTED by the City Council of Davis this sixteenth day of March 2010 by the following vote:

AYES:

NOES:

ABSENT:

Ruth Uy Asmundson, PhD
Mayor

ATTEST:

Zoe Mirabile, CMC
City Clerk

City Council Long Range Calendar (as of 3/18/10)

Council Date*	Agenda Item
3/30/2010	Fifth Street Corridor Project Description
3/30/2010	Budget Workshop
4/6/2010	Workshop: Costs and Fees Related to Development Projects
5/4/2010	Business Park Land Study (tentative)
5/4/2010	FY 2010/2011 Budget Introduction
5/18/2010	FY 2010/2011 Fees and Charges
5/18/2010	City Council Budget Recommendations/Updates
5/25/2010	Budget Adoption

*Dates subject to change

March 2010

2010 DATES	Agenda Items	Event
March 22 BEDC	Metro Pulse Presentation	
Mar. 30		SARTA 1st Annual MedStart Showcase
April 26 BEDC	DDBA	
May 24 BEDC	Chamber	
June 28 BEDC	Guest	
July 26 BEDC	DDBA	
Aug. 23 BEDC	Chamber	
Sept. 27 BEDC	Guest	
Oct. 25 BEDC	DDBA	
Nov. 24 BEDC	Chamber	
Dec. 13*BEDC	Guest	

* Dates changed from 4th Monday of month due to holidays.

City of Davis
New Business Reports
Commercial Locations
November 2009 - February 2010

NOVEMBER 2009		
NAME	BUSINESS ADDRESS	TYPE
ABLE TOWING & TRAILERS	1700 OLIVE DRIVE #D	MISC TRADE
BAREFOOT YOGA STUDIO	219 E STREET #B	INSTRUCTORS/TRAINERS
BEAUTIFUL MASSAGE	231 G STREET #21	MASSAGE THERAPIST
BEYOND THE GARDEN GATE	1015 OLIVE DRIVE	MISCELLANEOUS RETAIL TRADE
CALMEX INC DBA FUZIO	139 G STREET	RESTAURANTS WITH LIQUOR
DAVIS LEARNING CENTER LLC	630 PENA DRIVE #700	INSTRUCTORS/TRAINERS
ELMORE, PSY.D, FLORIE	1621 OAK AVENUE #B	PSYCHOTHERAPIST
KAY BODYWORKS	1403 5TH STREET	MASSAGE THERAPIST
SACRAMENTO 1ST MORTGAGE INC	404 2ND STREET	PERSONAL SERVICES
TERRY, CHRISTOPHER DBA HAVEN	1260 LAKE BLVD #239	MISC SERVICE
THE USED PHONE STORE	140 B STREET #2	MISCELLANEOUS RETAIL TRADE
DECEMBER 2009		
NAME	BUSINESS ADDRESS	TYPE
APPLEBEE'S NEIGHBORHOOD B&G	1715 RESEARCH PARK DR	RESTAURANTS WITH LIQUOR
CVS/PHARMACY #9142	1550 E COVELL BLVD	DRUG STORES
CVS/PHARMACY #9282	1471 W COVELL BLVD	DRUG STORES
GOLD TOWN	1601 RESEARCH PARK DR	RESTAURANTS
HOSLEY COMMUNICATIONS	1260 LAKE BLVD #215	CONSULTANTS
MURRAY ENTERPRISES, MONICA	1477 DREW AVENUE #103	CONSULTANTS
REDBOX AUTOMATED RETAIL LLC	1930 LAKE BLVD	VIDEO- SALES/SVC & RENTAL (BRANCH)
STRENG BROS RENTALS LLC	624 CANTRILL DRIVE	COMMERCIAL LEASING
STRENG BROS RENTALS LLC	622 CANTRILL DRIVE	COMMERCIAL LEASING
STRENG BROS RENTALS LLC	620 CANTRILL DRIVE	COMMERCIAL LEASING
SUTTER MEDICAL FOUNDATION	2020 SUTTER PLACE	NON-PROF MEMBER ORGANIZATIONS
SUTTER MEDICAL FOUNDATION	635 ANDERSON ROAD #10	NON-PROF MEMBER ORGANIZATIONS
SUTTER MEDICAL FOUNDATION	635 ANDERSON ROAD #7	NON-PROF MEMBER ORGANIZATIONS
SUTTER MEDICAL FOUNDATION	2068 JOHN JONES ROAD	NON-PROF MEMBER ORGANIZATIONS
SUTTER MEDICAL FOUNDATION	1970 LAKE BLVD #1	NON-PROF MEMBER ORGANIZATIONS
SYMPHONY FINANCIAL PLANNING	416 F STREET	CONSULTANTS
TY PANCAKES - DAVIS, LLC DBA I HOP #1767	1745 COWELL BLVD	RESTAURANTS
JANUARY 2010		
NAME	BUSINESS ADDRESS	TYPE
BEALL, EMILY BROOK	310 C STREET	MASSAGE THERAPIST
CHIN DDS INC, THOMAS J	114 E STREET	COMMERCIAL LEASING
CORNISH KITCHEN & CATERING	228 G STREET	CATERING SERVICES
CRAFT OF FO' PAWS, THE	735 H STREET #A	MISCELLANEOUS SERVICE
F K OF D DBA PARTNERS IN	825 RUSSELL BLVD #36	INSTRUCTORS/TRAINERS
FRIEDLANDER-BRANNAN, LMFT	2055 ANDERSON ROAD	PSYCHOTHERAPIST
MIKE'S CREATIONS	105 E STREET #2F	ARTS & CRAFTS RETAIL TRADE
MIRAMONTES, JENNIFER	508 2ND STREET #205	INSTRUCTORS/TRAINERS
PENN DDS, STEVEN E	1791 OAK AVENUE #B	DENTAL OFFICES & SERVICES
REUBEN, JUDY/DAVID	1772 PICASSO AVE #B	COMMERCIAL LEASING
SALON JEWEL	1107 KENNEDY PLACE #9	BARBER & BEAUTY SERVICES
SHAN, JIN-YING	505 2ND STREET	PROPERTY MANAGEMENT
SUGARPLUM A FROZEN YOGURT BAR	825 RUSSELL BLVD #21	SNACK BAR
1260 LAKE BLVD INC. DBA WESTLAKE IGA MARKET	1260 LAKE BLVD #101	GROCERIES WITH LIQUOR
FEBRUARY 2010		
NAME	BUSINESS ADDRESS	TYPE
ALL MAINTENANCE CCS INC	1260 LAKE BLVD #240	JANITORIAL SERVICES
C L DAVIES, INC	1260 LAKE BLVD #235	PROPERTY MANAGEMENT
CAP LOG GROUP LLC	803 2ND STREET #302	CONSULTANTS
COBALT SALON & GALLERY	132 E STREET	BARBER & BEAUTY SER.
DOMS ENDODONTICS	324 MADSON PLACE #100	DENTAL OFFICES & SER
HERTZ CORPORATION	5000 CHILES ROAD	AUTO. TRUCK & TRAILER RENTALS
KNIGHT LMFT, KARINA PARKER	132 E STREET #320	PSYCHOTHERAPIST
SENSIPER, SYLVIA	1920 E 8TH STREET	PROFESSIONAL SERVICES
THE POSH BAGEL	206 F STREET	RESTAURANTS
TURNER FURNITURE	720 W OLIVE DRIVE STE K	MISCELLANEOUS RETAIL TRADE
WILDHORSE GOLF CLUB	2323 ROCKWELL DRIVE	CULTURAL/ENTERTAIN/RECREAT
WILDHORSE GOLF CLUB	2323 ROCKWELL DRIVE	RESTAURANTS WITH BEER & WINE
WISER M.D., CELESTE	719 2ND STREET #14	PSYCHIATRIC
VALERIE FERNANDEZ	135 F STREET	SALON/SPA
SALON JEWEL	1107 KENNEDY PLACE #9	HAIR AND NAIL SERVICES

Rosenberg's Rules of Order: Simple Parliamentary Procedures for the 21st Century

by Dave Rosenberg

The rules of procedure at meetings should be simple enough for most people to understand. Unfortunately, that hasn't always been the case. Virtually all clubs, associations, boards, councils and bodies follow a set of rules, *Robert's Rules of Order*, which are embodied in a small but complex book. Virtually no one I know has actually read this book cover to cover.

Worse yet, the book was written for another time and purpose. If you are running the British Parliament, *Robert's Rules of Order* is a dandy and quite useful handbook. On the other hand, if you're running a meeting of a five-member body with a few members of the public in attendance, a simplified version of the rules of parliamentary procedure is in order. Hence, the birth of "Rosenberg's Rules of Order."

This publication covers the rules of parliamentary procedure based on my 20 years of experience chairing meetings in state and local government. These rules have been simplified and slimmed down for 21st century meetings, yet they retain the basic tenets of order to which we are accustomed.

"Rosenberg's Rules of Order" are supported by the following four principles:

1. **Rules should establish order.** The first purpose of the rules of parliamentary procedure is to establish a

framework for the orderly conduct of meetings.

2. **Rules should be clear.** Simple rules lead to wider understanding and participation. Complex rules create two classes: those who understand and participate and those who do not fully understand and do not fully participate.
3. **Rules should be user-friendly.** That is, the rules must be simple enough that citizens feel they have been able to participate in the process.
4. **Rules should enforce the will of the majority while protecting the rights of the minority.** The ultimate purpose of the rules of procedure is to encourage discussion and to facilitate decision-making by the body. In a democracy, the majority rules. The rules must enable the majority to express itself and fashion a result, while permitting the minority to also express itself (but not dominate) and fully participate in the process.

The Chairperson Should Take a Back Seat During Discussions

While all members of the governing body should know and understand the rules of parliamentary procedure, it is the chairperson (chair) who is charged with applying the rules of conduct. The chair should be well versed in those

rules, because the chair, for all intents and purposes, makes the final ruling on the rules. In fact, all decisions by the chair are final unless overruled by the governing body itself.

Because the chair conducts the meeting, it is common courtesy for the chair to take a less active role than other members of the body in debates and discussions. This does *not* mean that the chair should not participate in the debate or discussion. On the contrary, as a member of the body, the chair has full rights to participate in debates, discussions and decision-making. The chair should, however, strive to be the last to speak at the discussion and debate stage, and should not make or second a motion unless he or she is convinced that no other member of the body will do so.

The Basic Format for an Agenda Item Discussion

Formal meetings normally have a written, published agenda; informal meetings may have only an oral or understood agenda. In either case, the meeting is governed by the agenda and the agenda constitutes the body's agreed-upon road map for the meeting. And each agenda item can be handled by the chair in the following basic format.

First, the chair should clearly announce the agenda item number and should clearly state what the subject is. The chair should then announce the format that will be followed.

Second, following that agenda format, the chair should invite the appropriate people to report on the item, including any recommendation they might have. The appropriate person may be the chair, a member of the governing body,

There are exceptions to the general rule of free and open debate on motions. The exceptions all apply when there is a desire to move on.

a staff person, or a committee chair charged with providing information about the agenda item.

Third, the chair should ask members of the body if they have any technical questions for clarification. At this point, members of the governing body may ask clarifying questions to the people who reported on the item, and they should be given time to respond.

Fourth, the chair should invite public comments or, if appropriate at a formal meeting, open the meeting to public input. If numerous members of the public indicate a desire to speak to the subject, the chair may limit the time of each public speaker. At the conclusion of the public comments, the chair should announce that public input has concluded (or that the public hearing, as the case may be, is closed).

Fifth, the chair should invite a motion from the governing body members. The chair should announce the name of the member who makes the motion.

Sixth, the chair should determine if any member of the body wishes to second the motion. The chair should announce the name of the member who seconds the motion. It is normally good practice for a motion to require a second before proceeding with it, to ensure that it is not just one member of the body who is interested in a particular approach. However, a second is not an absolute requirement, and the chair can proceed with consideration and a vote on the motion even when there is no second. This is a matter left to the discretion of the chair.

Seventh, if the motion is made and seconded, the chair should make sure everyone understands the motion. This is done in one of three ways:

1. The chair can ask the maker of the motion to repeat it;
2. The chair can repeat the motion; or
3. The chair can ask the secretary or the clerk of the body to repeat the motion.

Eighth, the chair should now invite discussion of the motion by the members of the governing body. If there is no desired discussion or the discussion has ended, the chair should announce that the body will vote on the motion. If there has been no discussion or a very brief discussion, the vote should proceed immediately, and there is no need to repeat the motion. If there has been substantial discussion, it is normally best to make sure everyone understands the motion by repeating it.

Debate on policy is healthy; debate on personalities is not. The chair has the right to cut off discussion that is too personal, too loud or too crude.

Ninth, the chair takes a vote. Simply asking for the “ayes” and then the “nays” is normally sufficient. If members of the body do not vote, then they “abstain.” Unless the rules of the body provide otherwise or unless a super-majority is required (as delineated later in these rules), a simple majority determines whether the motion passes or is defeated.

Tenth, the chair should announce the result of the vote and should announce what action (if any) the body has taken. In announcing the result, the chair should indicate the names of the members, if any, who voted in the minority on the motion. This announcement might take the following form: “The motion passes by a vote of 3-2, with Smith and Jones dissenting. We have passed the motion requiring 10 days’ notice for all future meetings of this governing body.”

Motions in General

Motions are the vehicles for decision-making. It is usually best to have a motion before the governing body prior to discussing an agenda item, to help everyone focus on the motion before them.

Motions are made in a simple two-step process. First, the chair recognizes the member. Second, the member makes a motion by preceding the member’s desired approach with the words: “I move ...” A typical motion might be: “I move that we give 10 days’ notice in the future for all our meetings.”

The chair usually initiates the motion by:

1. Inviting the members to make a motion: “A motion at this time would be in order.”
2. Suggesting a motion to the members: “A motion would be in order that we give 10-days’ notice in the future for all our meetings.”
3. Making the motion.

As noted, the chair has every right as a member of the body to make a motion, but normally should do so only if he or she wishes a motion to be made but no other member seems willing to do so.

The Three Basic Motions

Three motions are the most common:

1. **The basic motion.** The basic motion is the one that puts forward a decision for consideration. A basic motion might be: “I move that we create a five-member committee to plan and put on our annual fundraiser.”
2. **The motion to amend.** If a member wants to change a basic motion that is under discussion, he or she would move to amend it. A motion to amend might be: “I move that we amend the motion to have a 10-member committee.” A motion to amend takes the basic motion that is before the body and seeks to change it in some way.

3. The substitute motion. If a member wants to completely do away with the basic motion under discussion and put a new motion before the governing body, he or she would “move a substitute motion.” A substitute motion might be: “I move a substitute motion that we cancel the annual fundraiser this year.”

Motions to amend and substitute motions are often confused. But they are quite different, and so is their effect, if passed.

A motion to amend seeks to retain the basic motion on the floor, but to modify it in some way.

A substitute motion seeks to throw out the basic motion on the floor and substitute a new and different motion for it.

The decision as to whether a motion is really a motion to amend or a substitute motion is left to the chair. So that if a member makes what that member calls a motion to amend, but the chair determines it is really a substitute motion, the chair's designation governs.

When Multiple Motions Are Before The Governing Body

Up to three motions may be on the floor simultaneously. The chair may reject a fourth motion until the three that are on the floor have been resolved.

When two or three motions are on the floor (after motions and seconds) at the same time, the *first* vote should be on the *last* motion made. So, for example, assume the first motion is a basic “motion to have a five-member committee to plan and put on our annual fundraiser.” During the discussion of this motion, a member might make a second motion to “amend the main motion to have a 10-member committee, not a five-member committee, to plan and put on our annual fundraiser.” And perhaps, during that discussion, a member makes yet a third motion as a “substitute motion that we not have an annual fundraiser this year.” The proper procedure would be as follows.

First, the chair would deal with the *third* (the last) motion on the floor, the substitute motion. After discussion and debate, a vote would be taken first on the third motion. If the substitute motion *passes*, it would be a substitute for the basic motion and would eliminate it. The first motion would be moot, as would the second motion (which sought to amend the first motion), and the action on the agenda item would be complete. No vote would be taken on the first or second motions. On the other hand, if the substitute motion (the third motion) *failed*, the chair would proceed to consideration of the second (now the last) motion on the floor, the motion to amend.

If the substitute motion failed, the chair would then deal with the second (now the last) motion on the floor, the motion to amend. The discussion and debate would focus strictly on the amendment (should the committee be five or 10 members). If the motion to amend *passed*, the chair would now move to consider the main motion (the first motion) as *amended*. If the motion to amend failed, the chair would now move to consider the main motion (the first motion) in its original format, not amended.

The challenge for anyone chairing a public meeting is to accommodate public input in a timely and time-sensitive way, while maintaining steady progress through the agenda items.

Third, the chair would now deal with the first motion that was placed on the floor. The original motion would either be in its original format (five-member committee) or, if amended, would be in its amended format (10-member committee). And the question on the floor for discussion and decision would be whether a committee should plan and put on the annual fundraiser.

To Debate or Not to Debate

The basic rule of motions is that they are subject to discussion and debate. Accordingly, basic motions, motions to amend, and substitute motions are all eligible, each in their turn, for full discussion before and by the body. The debate can continue as long as members of the body wish to discuss an item, subject to the decision of the chair that it is time to move on and take action.

There are exceptions to the general rule of free and open debate on motions. The exceptions all apply when there is a desire of the body to move on. The following motions are *not* debatable (that is, when the following motions are made and seconded, the chair must immediately call for a vote of the body without debate on the motion):

A motion to adjourn. This motion, if passed, requires the body to immediately adjourn to its next regularly scheduled meeting. This motion requires a simple majority vote.

A motion to recess. This motion, if passed, requires the body to immediately take a recess. Normally, the chair determines the length of the recess, which may range from a few minutes to an hour. It requires a simple majority vote.

A motion to fix the time to adjourn.

This motion, if passed, requires the body to adjourn the meeting at the specific time set in the motion. For example, the motion might be: “I move we adjourn this meeting at midnight.” It requires a simple majority vote.

A motion to table. This motion, if passed, requires discussion of the agenda item to be halted and the agenda item to

be placed on "hold." The motion may contain a specific time in which the item can come back to the body: "I move we table this item until our regular meeting in October." Or the motion may contain no specific time for the return of the item, in which case a motion to take the item off the table and bring it back to the body will have to be taken at a future meeting. A motion to table an item (or to bring it back to the body) requires a simple majority vote.

A motion to limit debate. The most common form of this motion is to say: "I move the previous question" or "I move the question" or "I call for the question." When a member of the body makes such a motion, the member is really saying: "I've had enough debate. Let's get on with the vote." When such a motion is made, the chair should ask for a second to the motion, stop debate, and vote on the motion to limit debate. The motion to limit debate requires a two-thirds vote of the body. Note that a motion to limit debate could include a time limit. For example: "I move we limit debate on this agenda item to 15 minutes." Even in this format, the

the motion fails. If one member is absent and the vote is 3-3, the motion still fails.

All motions require a simple majority, but there are a few exceptions. The exceptions occur when the body is taking an action that effectively cuts off the ability of a minority of the body to take an action or discuss an item. These extraordinary motions require a two-thirds majority (a super-majority) to pass:

Motion to limit debate. Whether a member says, "I move the previous question," "I move the question," "I call for the question" or "I move to limit debate," it all amounts to an attempt to cut off the ability of the minority to discuss an item, and it requires a two-thirds vote to pass.

Motion to close nominations. When choosing officers of the body, such as the chair, nominations are in order either from a nominating committee or from the floor of the body. A motion to close nominations effectively cuts off the right of the minority to nominate officers, and it requires a two-thirds vote to pass.

pend the rules for a particular purpose. For example, the body (a private club) might have a rule prohibiting the attendance at meetings by non-club members. A motion to suspend the rules would be in order to allow a non-club member to attend a meeting of the club on a particular date or on a particular agenda item.

The Motion to Reconsider

There is a special and unique motion that requires a bit of explanation all by itself: the motion to reconsider. A tenet of parliamentary procedure is finality. After vigorous discussion, debate and a vote, there must be some closure to the issue. And so, after a vote is taken, the matter is deemed closed, subject only to reopening if a proper motion to reconsider is made.

A motion to reconsider requires a majority vote to pass, but there are two special rules that apply only to the motion to reconsider.

First is the matter of timing. A motion to reconsider must be made at the meeting where the item was first voted upon or at the very next meeting of the body. A motion to reconsider made at a later time is untimely. (The body, however, can always vote to suspend the rules and, by a two-thirds majority, allow a motion to reconsider to be made at another time.)

Second, a motion to reconsider may be made only by certain members of the body. Accordingly, a motion to reconsider may be made only by a member who voted *in the majority* on the original motion. If such a member has a change of heart, he or she may make the motion to reconsider (any other member of the body may second the motion). If a member who voted *in the minority* seeks to make the motion to reconsider, it must be ruled out of order. The purpose of this rule is finality. If a member of the minority could make a motion to reconsider, then the item could be brought back to the body again and again, which would defeat the purpose of finality.

If you are running the British Parliament, Robert's Rules of Order is a dandy and quite useful handbook.

motion to limit debate requires a two-thirds vote of the body. A similar motion is a *motion to object to consideration of an item*. This motion is not debatable, and if passed, precludes the body from even considering an item on the agenda. It also requires a two-thirds vote.

Majority and Super-Majority Votes

In a democracy, decisions are made with a simple majority vote. A tie vote means the motion fails. So in a seven-member body, a vote of 4-3 passes the motion. A vote of 3-3 with one abstention means

Motion to object to the consideration of a question. Normally, such a motion is unnecessary, because the objectionable item can be tabled or defeated straight up. However, when members of a body do not even want an item on the agenda to be considered, then such a motion is in order. It is not debatable, and it requires a two-thirds vote to pass.

Motion to suspend the rules. This motion is debatable, but requires a two-thirds vote to pass. If the body has its own rules of order, conduct or procedure, this motion allows the body to sus-

If the motion to reconsider passes, then the original matter is back before the body, and a new original motion is in order. The matter may be discussed and debated as if it were on the floor for the first time.

Courtesy and Decorum

The rules of order are meant to create an atmosphere where the members of the body and the members of the public can attend to business efficiently, fairly and with full participation. And at the same time, it is up to the chair and the members of the body to maintain common courtesy and decorum. Unless the setting is very informal, it is always best for only one person at a time to have the floor, and it is always best for every

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lege relate to anything that would interfere with the normal comfort of the meeting. For example, the room may be too hot or too cold, or a blowing fan might interfere with a person's ability to hear.

Order. The proper interruption would be: "Point of order." Again, the chair would ask the interrupter to "state your point." Appropriate points of order

Withdraw a motion. During debate and discussion of a motion, the maker of the motion on the floor, at any time, may interrupt a speaker to withdraw his or her motion from the floor. The motion is immediately deemed withdrawn, although the chair may ask the person who seconded the motion if he or she wishes to make the motion, and any other member may make the motion if properly recognized.

Special Notes About Public Input

The rules outlined here help make meetings very public-friendly. But in addition, and particularly for the chair, it is wise to remember three special rules that apply to each agenda item:

Rule One: Tell the public what the body will be doing.

Rule Two: Keep the public informed while the body is doing it.

Rule Three: When the body has acted, tell the public what the body did.

Public input is essential to a healthy democracy, and community participation in public meetings is an important element of that input. The challenge for anyone chairing a public meeting is to accommodate public input in a timely and time-sensitive way, while maintaining steady progress through the agenda items. The rules presented here for conducting a meeting are offered as tools for effective leadership and as a means of developing sound public policy. ■

Motions to amend and substitute motions are often confused. But they are quite different, and so is their effect, if passed.

speaker to be first recognized by the chair before proceeding to speak.

The chair should always ensure that debate and discussion of an agenda item focus on the item and the policy in question, not on the personalities of the members of the body. Debate on policy is healthy; debate on personalities is not. The chair has the right to cut off discussion that is too personal, too loud or too crude.

Debate and discussion should be focused, but free and open. In the interest of time, the chair may, however, limit the time allotted to speakers, including members of the body. Can a member of the body interrupt the speaker? The general rule is no. There are, however, exceptions. A speaker may be interrupted for the following reasons:

Privilege. The proper interruption would be: "Point of privilege." The chair would then ask the interrupter to "state your point." Appropriate points of privi-

lege relate to anything that would not be considered appropriate conduct of the meeting; for example, if the chair moved on to a vote on a motion that permits debate without allowing that discussion or debate.

Appeal. If the chair makes a ruling that a member of the body disagrees with, that member may appeal the ruling of the chair. If the motion is seconded and after debate, if it passes by a simple majority vote, then the ruling of the chair is deemed reversed.

Call for orders of the day. This is simply another way of saying, "Let's return to the agenda." If a member believes that the body has drifted from the agreed-upon agenda, such a call may be made. It does not require a vote, and when the chair discovers that the agenda has not been followed, the chair simply reminds the body to return to the agenda item properly before them. If the chair fails to do so, the chair's determination may be appealed.