

# Agenda Report

TO: CITY COUNCIL

DATE: November 21, 2005

FROM: CITY MANAGER

SUBJECT: FUTURE LIBRARY FUNDING TASK FORCE – FOR INFORMATION ONLY

## **RECOMMENDATION:**

This report is being provided for information only.

The attached list of individuals have been appointed by the Library Commission to serve as members of the Library Alternative Funding Task Force. The charge of the task force is to review the impact of the current library tax measure, which expires July 1, 2008, and develop recommendations on future funding options for the Library.

## **PASADENA LIBRARY COMMISSION REVIEW:**

At their regular meeting on November 9, 2005, the Library Commission voted to appoint the attached list of individuals to the task force, reserving the right to add an additional name to the list if necessary. Members of the task force have been selected to reflect diverse community interests and constituencies, and the task force includes representatives from the legal, business and financial community. A member from the 1993 and 1997 task forces on Alternative Funding has been asked to serve on this task force to lend experience and expertise on the matter.

## **BACKGROUND:**

At its March 9, 2005 meeting, the Pasadena Library Commission voted unanimously to request authorization from City Council to establish a task force to review the impact of the current library tax measure, which expires July 1, 2008, and develop recommendations on future funding options for the Library. Subsequently, at the May 16, 2005 City Council meeting, the City Council approved the establishment of the task force and further requested to be provided with a list of prospective candidates to be appointed

## **PURPOSE OF THE TASK FORCE:**

The purpose of the task force is to study the impact and future of the Library Special Tax as well as alternative funding mechanisms for the Library that may be available, in light of current fiscal situations facing the city.

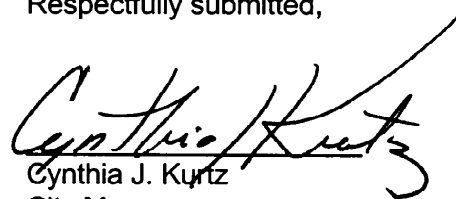
The goals of the study group will be to:

1. Examine the service impact of the special tax.
2. Gather citizen input on the level of satisfaction with current library services.
3. Review options for future library funding.
4. Present recommendations to the City Council on future funding for the Library.

**FISCAL IMPACT:**


Funds to support the work of the task force, including the report, public forums and citizen survey will be borne by the Department of Information Services as part of an overall customer service assessment program.

Respectfully submitted,



Cynthia J. Kurtz  
City Manager

Prepared and approved by:



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Jan Sanders  
Director Department of Information Services

Attachment

## LIBRARY ALTERNATIVE FUNDING TASK FORCE

**Neil Barry** is a three-year resident of District 3 and active member of Church of the Angels. He holds a BSE in Chemical Engineering from Princeton University and an MBA from The UCLA Anderson School of Management. Neil is currently a Senior Consultant with NRB Associates, a business systems consultancy he founded thirteen years ago to provide business process and information technology consulting services to Southern California-based companies. His clients have included movie studios, an energy and chemical conglomerate, a non-profit organization, and a worker's compensation insurance provider.

**Kenneth T. Burles** is the Executive Vice President of Salem Press, Inc. with the responsibility for both the Pasadena editorial and accounting office and the Hackensack, New Jersey sales and marketing office. He holds a Bachelor of Arts cum laude from Brigham Young University and has completed graduate study work in German Language and Literature at Brigham Young University.

**Robert H. Cooke** served in an executive capacity with First Western Bank of San Francisco from 1959 to 1994. He also served as a member of its board of directors, resigning in 2002. During this time, his assignments included, among others, that of Regional Manager, Division Manager, Chief Lending Officer and Vice Chairman. He served in the U.S. Marine Corps from 1953-1957 and has an MBA from Stanford University. Additionally he attended Graduate School of Credit & Financial Management, Stanford University, as well as Pacific Coast Banking School, University of Washington. His post retirement volunteerism includes: Director, Hillside Home for Children; Director, La Casita Foundation; Chairman, Finance Committee, Reading Is Fundamental and much more.

**Jacquelynne Jones-Corby**, a thirty year resident of Pasadena, currently serves as a Field Representative for State Senator Jack Scott. She is responsible for the Pasadena, Altadena and La Cañada Flintridge communities. In that role she performs research and develops recommendations for legislation, serves as a public information/community relations officer for community affairs and provides advocacy services for constituents with state agencies including individuals, organizations and local governmental units within the Twenty-first District.

She is Principal in her management consulting firm, Cannon Jones and Associates. The firm provides technical assistance to local government, non-profit organizations and individuals in the areas of personal and professional development, fund development and capacity building. She holds a Bachelors of Arts Degree in Business Administration from the University of LaVerne and has earned certification in Personnel from UCLA.

**Christopher Currer** is a partner in the law firm of Hahn and Hahn, specializing in estate planning, probate & estate administration and taxation law. Chris has a law degree from the University of Northumbria at Newcastle, United Kingdom and a BA from the University of London, London England. He is a member of the Pasadena and Los Angeles Bar Associations, as well as a member of the California State Bar Association. He currently sits on the Board of Directors of the Pasadena Public Library Foundation.

**Bob Henderson** has been a member of the Friends of the Pasadena Public Library Board of Directors for ten years. He served as President for three years and has served as Treasurer for the past five years (present position). He retired in August of 2005 with 29 years as an examiner and trainer for the IRS. He served in the Army Ordnance Corps for 13 years, leaving as a Captain.

1976 MS in Accounting, Arizona State University

1961 BS in Industrial Management, Purdue University

**Greg Jones** has just completed two terms as a Library Commissioner, appointed by Steve Haderlein to represent District 4. During his six years on the Commission, he served as Vice Chair and Chair and was on the budget and long-term funding subcommittees. He was also instrumental in founding the Hastings Library Associates. He is a Certified Public Accountant (CPA), a Personal Financial Specialist (PFS), and a Certified Financial Planner (CFP) among other professional designations. Greg has an BS in Accountancy from the University of Illinois, a MS in Taxation from Golden Gate University and an MS in Financial Planning from the Denver College of Financial Planning. With over 24 years experience in the accounting and personal finance fields, Greg is currently a Managing Director with RSM McGladrey, Inc.

**Christopher W. Kerecman** – Chris Kerecman joined the California Credit Union, a billion dollar Glendale, California credit union serving an educational franchise in September of 2004, as its Senior Vice President of Business Development and Community Relations.

Prior to his current position Chris worked for the California Credit Union League as its Vice President of Federal Governmental Affairs, a position he held for 10 years. In that capacity, Chris was responsible for planning, developing, and implementing effective regulatory and congressional advocacy programs for California and Nevada credit unions.

Chris also served five years as a White House Schedule C Appointee under Presidents Bush and Clinton at the National Credit Union Administration (NCUA). During that time, Chris served four years as the chief policy advisor to NCUA Board Member Robert Swan and one year under NCUA Chairman D'Amours as the Director of the Office of Community Development Credit Unions. In the latter position, Chris was responsible for all aspects of supervisory and regulatory reform relating to community development credit unions.

From 1986 until 1990, Chris worked at the Utah League of Credit Unions as their director of governmental affairs. He holds a juris doctor from the University Of Utah College Of Law and a bachelor of science from Southern Utah University.

**Yesceni Ramirez** is Vice President of Business Development and Community Relations for Wescom Credit Union. In her capacity, she leads the credit union's business development and community relations efforts in the seven counties the credit union serves Los Angeles, San Bernardino, Oxnard, Riverside, Orange, Santa Barbara and San Diego. Wescom Credit Union's goal is to provide the communities it serves with both human and financial resources to assist with the improvement of the community at large. Ramirez' focus is to provide financial education to members and non members of the credit union, to assist community based organizations and associations, and to bring financial services to communities with limited access.

Ramirez, represents the credit union at National and State Conferences such as the Credit Union Administration's Government Affairs Conference in Washington D.C., California Credit Union league Annual Meeting, and is a member of the California Credit Union League International Diversity Committee, 43<sup>rd</sup> Assembly District Latino Task Force, Pasadena Commission on the

Status of Women, 34<sup>th</sup> Congressional District Student Art Competition, and El Camino College CASA Advisory Council.

**Ross S. Selvidge, PH.D.** - Dr. Selvidge was educated in Pasadena public schools and has been involved in a wide range of community activities. Those activities include service as a member of the Board of Directors of the Friends of the Pasadena Public Library and as Chairman of the first and second Pasadena Library Financing Task Forces. He has also served as a member of the Planning Commission, the Recreation and Parks Commission, the City Hall Financing Task force, and Chairman of the Pasadena City Charter Reform Task Force. He is currently a member of the Board of Directors of the Rose Bowl Operating Company, of which he served as Treasurer for three years.

Dr. Selvidge is a Managing Director of CB Richard Ellis Consulting in Los Angeles and is very knowledgeable in the areas of fiscal analysis and municipal finance. He holds Bachelor of Architecture and Ph.D. degrees from the University of Southern California.

**Kathy Wimmer** has just completed two terms as a Library Commissioner, appointed by Steve Madison to represent District 6. During her six years on the Commission, she served as a liaison with the Friends of the Pasadena Library and was instrumental in founding the San Rafael Library Associates. She is a Chartered Financial Analyst (CFA) and holds an MBA from The Darden School, Graduate School of Business Administration at the University of Virginia. With over 20 years experience in the investment field, Kathy is currently President of Wimmer Associates an investment advisory firm she founded three years ago.

**Joseph Zeronian** is Director of the School Business Management Certificate Program at the University of Southern California and Director of Public Finance at Prager, Sealy & Co. LLC. Prior positions include chief financial officer, Los Angeles Unified School District; managing director, USBancorp Piper Jaffray and John Nuveen & Co.; director, Seidler-Fitzgerald Public Finance; director, Prudential Securities Incorporated; interim superintendent, Pasadena Unified School District; deputy superintendent, Business Services, Pasadena Unified School District; assistant superintendent, La Canada Unified School District; and assistant superintendent, Business Services, Pasadena Unified School District, among others. He is a series 7 registered representative. Zeronian earned his master's in history and his Ed.D. at the University of Southern California.