

St. Petersburg City Council
BUDGET, FINANCE & TAXATION COMMITTEE

Committee Report for the Meeting of August 20, 2009

Members: Chair James R. "Jim" Kennedy Jr., Vice-Chair James S. Bennett, Jeff Danner, Wengay M. "Newt" Newton Sr. , & Karl Nurse (Alternate).

Call to Order

Approval of Agenda

Minutes of July 30, 2009 & August 6, 2009

1. New Business

Mahaffey Management Study Update – AMS Planning & Research

Mr. Brad Scott, City Auditor, introduced Mr. Steven Wolff, founding Principal of AMS Planning & Research, who provided an interim Mahaffey Management Study update using a PowerPoint presentation highlighting the following key topics: Status Report, Analysis of Data, Early Observations, Benchmarking and the Next Steps. Mr. Wolff emphasized that data collection is still underway and early observations could change based on additional data. Mr. Wolff commented on how helpful and cooperative the SMG staff, local industry participants and City staff have been throughout the research phase. Mr. Wolff indicated that his firm had completed all primary interviews and is now working on data file analysis and detailed benchmarking analysis. Mr. Wolff described the Mahaffey operating structure primarily as a rental facility and not a presenter or promoter type facility. Mr. Wolff also stated that programming is the Mahaffey's single biggest expense. Mr. Polson inquired about the mandate imposed on SMG and whether it was implied or expressed. Mr. Chris Ballestra, Downtown Enterprise Facilities Director, explained the mandate included in the SMG contract. There was discussion about the Florida Orchestra and the fact that the orchestra utilizes a large number of the prime dates. Mr. Wolff noted that the facility occupancy costs are comparatively low. According to Mr. Wolff's early observations, he noted that the Mahaffey is in a difficult competitive situation and that the facility lacks a cohesive identity. Based on his early observation, he commented that an appropriate response could be: develop and articulate a programming mission, determine the appropriate level of risk in order to maximize potential reward, and make appropriate investments in marketing and fundraising in order to increase revenues. Committee members discussed possible ideas and strategies to increase the utilization and revenue for the Mahaffey. Mr. Wolff indicated that his final report would address those areas.

2. Continued / Deferred Business
a. None

3. Next Meeting Agenda Tentative Issues

August 27, 2009

- a. Proposed Utility Rates for FY 2010
Richard Bulger, Billing & Collections Director
- b. Great Explorations
Chris Ballestra, Downtown Enterprise Facilities Director
- c. Deferred Compensation Plans and Pension Plans
Gary Cornwell, Human Resources Director

4. Adjournment – meeting adjourned at 9:20 a.m.

**BUDGET, FINANCE & TAXATION COMMITTEE
PENDING / CONTINUING REFERRALS**

August 20, 2009
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<i>TOPIC</i>	<i>DATE REFERRED</i>	<i>REFERRED BY</i>	<i>SCHEDULED / HEARD ON</i>	<i>RETURN DATE</i>	<i>STAFF RESPONSIBLE</i>	<i>SPECIAL NOTES</i>
Energy Conservation Program	04.23.09	Kennedy		09.10.2009	DeYampert	Kennedy requested update on status of HELP.
Deferred Compensation Plans and Pension Plans	05.28.09	Bennett		08.27.2009	Cornwell	Requested that staff begin looking at the possibility of offering a voluntary 401 pension plan option to non-union employees.
Cooperative Brokers	07.09.09	Danner		09.24.2009	Grimes	Cooperative Brokers-commissions on City leases.
Fiscal Policies	08.06.09	Kennedy		09.10.09	Finch/Spies	Further review of proposed Fiscal Policies.

