A meeting of the Santa Monica Community College Budget Planning Committee, a subcommittee of the District Planning and Advisory Council (DPAC) was held on Wednesday, September 15, 2010 at 2:07 p.m. at Santa Monica College, Drescher Hall Loft, 1900 Pico Boulevard, Santa Monica, California.

I. Call to Order 2:07 p.m.

II. Budget Planning Committee Members

Chris Bonvenuto, Administration
Bob Isomoto, Administration, Co-Chair
Eric Oifer, Academic Senate Representative
Janet Harclerode, Academic Senate Representative
Teresita Rodriguez, Management Association Representative
Albert Vasquez, Management Association Representative
Mitra Moassessi, Faculty Association Representative
Howard Stahl, Faculty Association Representative, Co-Chair
Bernie Rosenloecher, CSEA Representative (Absent)
Leroy Lauer, CSEA Representative
Connie Lemke, CSEA Representative (Absent)
Tiffany Inabu, Student Representative (Absent)

Interested Parties:
Randy Lawson, Administration
Mario Martinez, Faculty Association Representative

III. Review of Minutes: September 1, 2010 accepted as presented

IV. Agenda:
   A. Report From Fiscal Services

   Bob Isomoto presented the Committee with information showing positions filled for Fiscal Year 2009-2010. A total of 58 Classified Hires (38 vacancies and 20 new positions), 9 Classified Managers (6 vacancies and 3 new positions) and 5 Academic Managers (4 vacancies and 1 new position) were listed. Committee members also asked for information on District separations during 2009-2010 which is still being compiled by Human Resources.

   B. Revenue Ideas Evaluation

   The Committee continued discussing and evaluating Revenue Ideas. After much discussion, Revenue Ideas (E), (F), (G) and 09-10 (1) were not considered worth pursuing. The following Revenue Ideas are still being considered and evaluated:
(A) Open-Air Market
Description: The Budget Committee discussed whether to recommend to DPAC that the District evaluate the feasibility of holding weekend “swap meets” at certain campus sites.

Revenue Impact: a fixed percentage of sales as provided by contract with a third-party promoter/operator

Discussion:
- Fits the College’s Green/Recycling image
- Third-Party operator model has worked very well at other Community Colleges
- Third-Party operator would limit the amount of staff time involved
- Many other Community Colleges and Schools do this kind of fund-raising

Concerns:
- There might be some neighborhood concerns that need to be resolved
- There might be some bargaining issues that need to be resolved
- There is already a swap meet running at the Santa Monica Airport twice a month

(B) Contract Education
Description: The Budget Committee discussed whether to recommend to DPAC that the District seek ways to increase Contract Education revenue through opportunities that support and enhance the mission of the College. The Committee discussed separating its consideration between not-for-credit Contract Education and credit Contract Education.

Revenue Impact: depends on the contracts signed – likely, the District will get paid either by course or by participant

Discussion:
- Many other Community Colleges and Schools do this kind of activity
- We used to have a robust program in this area in the past

Concerns:
- There might be additional staff needed to create and build this capacity

(C) Affinity Credit Card
Description: The Budget Committee discussed whether to recommend to DPAC that the District allow a financial institution to market an affinity credit card to our alumni and staff.

Revenue Impact: a fixed percentage of credit card sales as provided by contract

Discussion:
- Many other institutions do this kind of fund-raising

Concerns:
- What is the connection to our mission?
- Creating more student debt does not seem like something we should advocate for
- An association with a financial institution may not be something we want to advocate for
- Who would verify that only alumni and staff could apply for the card?

(D) Educational Tours
Description: The Budget Committee discussed whether to recommend to DPAC that the District consider marketing or partnering with other Los Angeles institutions to create revenue-producing Educational tours.

Revenue Impact: all revenue produced after paying the costs associated with running these programs.

Discussion:
- Many other institutions do this kind of fund-raising
- Perhaps we could create this program through Emeritus College
- Perhaps we could partner with the Getty Museum or similar institution

Concerns:
- Would involve a significant amount of staff time to market and operate, even if tour operators are selected to run the logistics
- Do we have the cachet to compete against UCLA, the Getty, Skirball and other institutions around town?

Adjournment at 3:31 p.m.