



REPORT

LEGISLATIVE REFERENCE BUREAU

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3. City Clerk's Office, 2014

Proposed Plan and Executive Budget Review

3. City Clerk's Office

I. EXECUTIVE SUMMARY.

Table 3.1. Statement of Changes in Operating Budget, 2013 to 2014.

2012 Actual Budget	\$8,149,917
2013 Adopted Budget	\$8,243,977
Personnel Costs	
Salaries & Wages	\$2,268
Fringe Benefits	\$15,193
Total Changes	\$30,461
Operating Expenses	(\$27,500)
Equipment Purchases	\$8,450
Special Funds	(\$1,400)
Total Changes	\$10,011
2014 Proposed Budget	\$8,253,988

1. Total expenditures virtually unchanged. The total 2014 Proposed Budget is \$8,253,988, an increase of 0.1% from the 2013 Adopted Budget.

2. Operating Expenditures down 3.1%. Operating Expenditures are down \$27,500 (-3.1%) from the 2013 Adopted Budget.

3. Equipment Purchases up 29%. Allocations for equipment purchases are \$37,650, 29% over the amount provided in the 2013 Adopted Budget.

4. Staff Assistant position added; Administrative Services Specialist position eliminated. A position of Administrative Services Specialist is proposed for elimination; resources will be transferred into the position of a fourth Staff Assistant.

5. Special Funds down 3.6%. Funding for Computer Upgrades increases, and funding for the Expense Fund for the Common Council President and the Legislative Expense Fund remain unchanged. Funding for Aldermanic Travel will be provided in the Other Operating Services account.

6. Audit Fund down 15.3%. The Audit Fund, which funds the annual financial audit of the City, decreases by 15.3% from \$465,000 to \$380,000.

7. Economic Development Committee Fund remains unchanged. Allocation for the Economic Development Committee Fund is proposed to remain unchanged at \$20,000.

8. City Memberships SPA down 3.3%. The proposed Budget appropriates \$488,000 for the City Memberships SPA, which is a decrease of \$3,000 from the 2013 budgeted amount.

9. Revenues up 3.1%. It is estimated that the City Clerk's Office will generate \$9,883,000 in 2014, a 3.1% increase from the 2013 Budget estimate. Revenues from "Licenses and Permits" are estimated to go up 7.2%. The largest source of revenue remains the Cable Franchise Fee (\$5.3 million), followed by Licenses and Permits (\$4.4 million).

10. Channel 25 Digital Conversion Project: Capital funding is provided for this project which will convert Channel 25 signal and facilities to digital (not high definition) format. This is expected to be a 3-year project. Additional capital funding will be required in 2015 and 2016.

II. INITIATIVES AND PROGRAMS.

Following are some of the initiatives and programs undertaken by the City Clerk's Office in 2013 and planned for 2014:

Central Administration/Council Records

- Reallocation and realignment of staff for additional Staff Assistant.
- Development of staff operating procedure for receptions.
- Monthly budget meetings.
- Review of adjustment of all phone plans for staff and Council members.
- Use of electronic letterhead and window envelopes.
- Centralization of resources to ensure staffing of receptionist areas.
- Continuation of reduction of copying and printing costs.
- Approval tracking/paperless operations.
- Replacement of certified copies by E-notify and mass certification email.
- Review of notification process.

Legislative Reference Bureau

- E-notification of Code and Charter update supplements.
- Limited reorganization related to 2 existing positions.

License Division

- Development of a career ladder.
- Automation of lobbyist report on webpage.
- Automation of annual and monthly state reporting requirements for food licenses.
- Elimination of the need for affidavits of no interest with insurance and bond forms.
- Development of requirements for LIRA Public.
- Use of concentration maps in LIRA.
- Streamlining of individual/business forms.
- Elimination of the notarization requirement for certain documents.
- Integration of LIRA with LMS.
- Implementation of Public Face of LIRA.
- Simplification and standardization of food fee schedule.

The Public Information Division

Public Relations.

The Public Relations Section is continuing to offer public relations, writing, editing, media relations, social media, web contents, digital media and graphic design services to all Common Council members, the City Clerk, the Youth Council and several other city departments.

In 2013, the PID staff worked on various print and web projects for other departments, including the Office of the Comptroller, the Treasurer's Office, the Department of Employee Relations, the Department of Neighborhood Services, the Department of Public Works, the Department of City Development, the Mayor's Office and the Office of Environmental Sustainability (OES).

PID designers helped create a web page and a 70-page primary plan document for the OES's ReFreshMKE Milwaukee Sustainability Plan.

The PID staff has also continued work for the Me2 Energy Efficiency Program, making design and content updates for the smartenergypays.com web pages, for publications, brochures and ads. To a lesser extent, staff has also continued to assist OES in those areas with the Milwaukee Shines solar energy program.

In 2013, PID partnered with Big Brothers Big Sisters of Metro Milwaukee to begin offering a regular "Civics in Action Night at City Hall program" to educate young people about civic engagement and local government. Plans are already in place to continue and build upon this partnership in 2014.

City Channel.

In 2013, the PID began live coverage on the City Channel of Fire and Police Commission meetings, responding to a call for such coverage to boost transparency and public information about the commission's work. The PID also launched a new television program on the City Channel, "Council Rewind," which recaps legislative action taken in committee over the course of the most recent Common Council cycle. In 2014, the PID and City Channel will launch additional new programming to continue to improve content on the City Channel.

Perhaps within weeks, the City Channel will begin use of Livestream 2, which will offer webcast of some meetings not carried on the City Channel because of scheduling conflicts (Plan Commission, Board of Zoning Appeals, etc.). Staff will work with the affected boards and commissions as much as possible to maximize opportunities for public viewings of meetings and to add meetings to the channel's webcasting archives.

Looking ahead to 2014, City Channel staff will be working on using the City's FTP site to distribute video and information to media outlets and other sources. This would allow staff to shoot a news conference and make the footage available quickly to stations to download and edit for their use. If there is demand, this practice could also be attempted with Council meeting video.

It is anticipated that City Channel expertise will be used by the Health Department in producing public service announcements for Health Department initiatives (the PSAs could begin production in the final quarter of 2013, and continue into 2014). The City Channel regularly provides video services and produces programming for various City departments, including the Milwaukee Public Library, Treasurer's Office, Department of Public Works, Department of Employee Relations, the Mayor's Office and the Port of Milwaukee.

City Channel staff will also be attempting to work with Granicus to make better use of webcast archives and streaming services.

Lastly, the City Channel Manager has expressed a desire to work with the Fire and Police Departments to increase City public safety presence and information on the City Channel.

III. EXPENDITURES.**Table 3.2 Changes in Expenditure Amounts by Account.**

Expenditure Account	2012 Actual Budget	2013 Adopted Budget	% Chng.	2014 Proposed Budget	% Chng.
Salaries and Wages	\$5,036,519	\$4,929,893	-2.1%	\$4,945,161	0.3%
Fringe Benefits	\$2,373,273	\$2,336,349	-0.3%	\$2,381,542	0.6%
Operating Expenditures	\$625,192	\$880,100	40.8%	\$852,600	-3.1%
Equipment Purchases	\$28,285	\$29,200	3.2%	\$37,650	29.1%
Special Funds	\$86,648	\$38,435	-55.6%	\$37,035	-3.6%
Total Operating Budget	\$8,149,917	\$8,243,977	1.2%	\$8,253,988	0.1%

1. Budget Summary.

The total 2014 Proposed Budget for the City Clerk's Office is \$8,253,988, a negligible increase of \$10,011 or 0.1% over the amount budgeted for 2013.

2. Personnel Costs.

Personnel costs in the 2014 Proposed Budget are \$7,326,703, up 0.4% from the \$7,296,242 amount provided in 2013. Salaries and wages increase from \$4,929,893 to \$4,945,161 or 0.3%. Fringe benefits increase by 0.6% from \$2,366,349 in 2013 to \$2,381,542.

3. Operating Expenditures.

Operating Expenditures in the 2014 Proposed Budget are \$852,600, a decrease of \$27,500 or 3.1% from the 2013 Adopted Budget amount of \$880,100.

The major categories in Operating Expenditures are General Office Expense, Information Technology Services and Other Operating Services Account.

The Proposed Budget allocates \$106,500 for Information Technology Services, which is a negligible increase over the amount allocated in 2013.

The Proposed Budget provides \$200,000 for Other Operating Services, which is the same as the amount budgeted for 2013. The Proposed Budget also allocates \$210,000 for General Office Expense, a decrease of \$29,000 from the 2013 budgeted amount.

4. Equipment Purchases.

The Equipment Purchases account is allocated \$37,650, which is nearly 29% more than the amount provided in 2013. Planned activities include: studio prompter (\$3,500), encoder for

AT&T U-Verse feed (\$3,500), modulator T-9 (\$900), computer replacement – studio area (\$1,900), field monitor and camera support (\$2,300), audio equipment for City Hall “Room 301-B (\$4,500), computer in City Hall rotunda for historical display (\$450), LED light in Room 301-B (\$5,600) and books and maps for LRB (\$15,000).

5. Special Funds.

The 2014 Proposed Budget provides \$37,035 for Special Funds, a decrease of \$1,400 from the 2013 Budget amount. Included in Special Funds are: Expense Fund for the Common Council President, Legislative Expense Fund, Computer System Upgrades and Aldermanic Travel. Two of the Special Funds accounts, the Expense Fund for the Common Council President (\$3,035), the Legislative Expense Fund (\$4,000) are funded at 2013 levels.

The Other Operating Services Account will be used for aldermanic travel purposes. Over the years, Council members have begun using the Other Operating Services Account and the Community and Economic Development Fund for travel purposes. This has created occasional imbalances, especially when waiting for carryover from previous years to “hit” the Special Fund. This is an effort to unify and simplify the accounting. The Aldermanic Travel Account, funded at \$10,000 in 2013, is not funded separately in the Proposed Budget.

The Computer System Upgrades account is funded at \$30,000, which is \$8,600 more than the amount budgeted in 2013.

IV. PERSONNEL.

Table 3.3. Changes in Full-Time Equivalent (FTE) and Authorized Positions.

Position Category	2012 Actual	2013 Adopted Budget	Change	2014 Proposed Budget	Change
O&M FTEs – O & M	92.40	90.90	-1.5	90.90	0
Non-O&M FTEs	3.00	2.00	-1	1.00	-1
Total Authorized Positions	112	111	-1	111	0

1. Personnel Changes.

The total number of authorized positions in the department under the 2014 Proposed Budget is 111, the same as in the 2013 Adopted Budget.

A position of Staff Assistant is proposed to be added in the Council Records Section, and a position of Administrative Services Specialist is slated for elimination. Resources for the eliminated position will be used for adding a fourth Staff Assistant in the department. The past several years, the Council Records Section has been asked to take over the staffing of numerous bodies, including the Arts Board, the Historic Preservation Commission, the Housing Trust Fund, the Special Joint Commission on Abandoned and Foreclosed Homes and others. The department's staffing changes are necessary for proper distribution of services to the Council and the public.

2. Vacancies.

- Staff Assistant to Council President: Vacant since July 12, 2013. The position has been filled by Auxiliary Legislative Assistants. Duties include providing clerical and administrative assistance and follow-up to constituents requests for service by mail, telephone, emails or office visits; serving as office liaison to neighborhood groups, community-based organizations, City departments, county, state and federal government entities.
- License Division Manager, License Division. Expected to remain vacant until at least January 2014. Duties handled by this position are currently performed by the Deputy City Clerk and License Division Assistant Manager.
- License Specialists, License Division. Awaiting updated list from Department of Employee Relations. Duties handled by this position are currently performed by the License Coordinator and Central Administration Staff.
- Research and Analysis Manager, Legislative Reference Bureau: Vacant since June 12, 2010. The duties of the position have been absorbed by other LRB staff.

V. SPECIAL PURPOSE ACCOUNTS (SPAs).

SPAs are budgeted outside of departmental operating accounts, and control over SPAs is provided to departments by resolution. The 2014 Proposed Budget includes funding for the SPAs identified in Table 3.4.

Table 3.4. Changes in Special Purpose Accounts by Account.

Account	2012 Actual Budget	2013 Adopted Budget	% Change	2014 Proposed Budget	% Change
Audit Fund	\$463,725	\$465,000	0.3%	\$380,000	-18.2%
Economic Development Committee Fund	\$11,632	\$20,000	71.9%	\$20,000	0%
Memberships, City	\$85,240	\$91,000	6.8%	\$88,000	-3.3%
Total	\$560,597	\$576,000	2.8%	\$488,000	-15.3%

1. Audit Fund, \$380,000.

The Audit Fund provides funding for the annual financial audit of the City that assesses the accuracy of the City's financial data, including the private audit of the City's Annual Financial Report (CAFR). The Proposed Budget allocates \$380,000 to the Audit Fund, down from \$465,000 allocated in the 2013 Adopted Budget. This is due to a new audit contract with a new firm, CliftonLarsonAllen. The audit contract with KPMG expired in 2013, and CliftonLarsonAllen, was the highest-ranked bidder, in part, because its bid had the lowest costs.

2. Economic Development Committee Fund, \$20,000.

This account, assigned to the Common Council under the purview of the Council's Community and Economic Development Committee, funds activities related to economic development,

including marketing the City for industrial and commercial development, business attraction and retention, tourism and support of small business enterprises. Activities typically funded are those not funded by other departments, and the types of activities funded change annually. Appropriations from this account so far in 2013 include travel expenses related to attendance of meetings of the National League of Cities (\$7,697) and for the 2013 Summer Conference of the National League of Cities' National Black Caucus of Local Elected Officials held in Milwaukee.

3. City Memberships, \$88,000.

The 2014 Proposed Budget allocates \$88,000 for City memberships, a decrease of \$3,000 from the amount allocated for this account in the 2013 Adopted Budget. The City Memberships account provides funding for memberships to various organizations that support the City's lobbying, policy research and professional development programs. In addition, membership in these organizations provides Council members and City personnel discounts and lower rates for conference attendance and lodging.

Table 3.5. Estimated Cost for City Memberships, 2014

Membership	Estimated Cost
League of WI Municipalities	\$51,879
Government Finance Officers Association	\$ 1,775
Public Policy Forum	\$ 1,100
National League of Cities	\$23,631
ICLEI – Local Government for Sustainability	\$ 3,500
Sister Cities International	\$ 1,665
Our Milwaukee, DBA/Local First Milwaukee	\$ 100
Urban Sustainability Directors	\$ 2,250
Total	\$85,900

VI. REVENUES.

The 2014 Proposed Budget estimates that \$9,883,000 will be generated in revenues by the City Clerk's Office. This is a 3.1% increase from the 2013 Budget estimate. The largest source of revenue is the Cable Franchise Fee, which is estimated to provide \$5.3 million in 2013, and is included in Charges for Services, followed by Licenses and Permits, which is estimated at \$4,423,00, an increase of 7.2% more than the 2013 Budget estimate. This increase in revenues from Licenses and Permits is largely due to 2 factors. First, the loading zone permit renewals increase in even-numbered years and decrease in odd-numbered years due to the biennial nature of the permits. Secondly, the Health Department's increased enforcement activities have resulted in more previously unlicensed food establishments complying with license requirements.

Table 3.6. Changes in Revenue by Category.

Revenue Account	2012 Actual Budget	2013 Adopted Budget	% Change	2014 Proposed Budget	% Change
Charges for Services	\$5,342,178	\$5,457,000	2.1%	\$5,460,900	0%
Licenses and Permits	\$4,509,315	\$4,124,100	-8.5%	\$4,423,000	7.2%
Total	\$9,851,493	\$9,582,000	-2.7%	\$9,883,000	3.1%

VII. CAPITAL PROJECTS.

The 2014 Proposed Budget includes \$175,000 in funding for one capital project, an increase of \$57,500 (48.9%) from the 2013 Budget. Capital projects for 2014 are summarized in Table 3.7 and the discussion that follows.

Table 3.7 Capital Program Summary, 2014.

Program	2014 Proposed Budget	2013 Actual Budget	Increase (decrease)	% Chng.	6-year Request
Channel 25 Digital Conversion	\$175,000	\$0	\$175,000	---	\$550,000
Public Face of LIRA	\$0	\$117,500	(\$117,500)	-100%	\$0
Total	\$175,000	\$117,500	77,500	48.9%	\$550,000*

*Total does not include projects that are not funded in 2014. The total 6 year capital request for the City Clerk's Office is \$2,935,896.

1. Currently-Funded Projects.**Channel 25 HD Conversion, \$175,000.**

The City Clerk's Office first submitted a capital request for this project in 2012 (\$135,000). It is a 3-year project to convert the Channel 25 signal from analog to digital (not high definition). The broadcasting and cable industry's conversion to digital format is making analog equipment more difficult to acquire and maintain. If critical components cannot be replaced or repaired, the City may be unable to televise its meetings. The conversion will ensure continued service and result in better video image quality for the City Channel. Because of the technologies involved, it is not practical or cost-effective to transition to the new format over a long period of time.

The project was originally designed in 2 phases -- Phase I to convert the master Control area in the 809 Building and Phase II to convert Room 301 in City Hall. The project now has a third phase which will upgrade the studio facilities in the 809 Building. Phase III will increase the total cost of the project by \$260,000. Each phase of the project will be completed in August to coincide with the Council's recess to minimize the disruption to the broadcast of meetings.

The total project cost is estimated at \$550,000. The 2102 and 2013 Budgets did not include funding for this project. The Capital Improvements Committee recommended funding for this project.

2. Unfunded Capital Requests.

Legislative Reference Bureau Office Upgrade, \$411,000.

This one-year project was first requested for inclusion in the 2011 Budget (\$435,000). The 2,650 square feet space was formerly used by the Division of Budget and Management Analysis. The timing of a personnel shift in 2010 did not allow for the renovation of Room 307 prior to LRB staff being assigned there. The room is in need of substantial renovation as well as an HVAC upgrade. Carpeting, ceiling tiles and workstations are in extremely poor condition. The lighting is substandard.

The request was revised for 2012, removing several items (walls, cabinets, painting, plumbing, separate furnishings and security) resulting in over \$42,000 in cost savings. The updated cost estimate from DPW Facilities for 2014 is \$427,000. The scope of the project has not changed from the 2012 request. The cost estimate includes the HVAC and electrical system.

Because the space is already occupied, there are no efficiencies to be gained by phasing the project over multiple years. The City will realize some decrease in operating costs primarily through the reduction in energy use. These effects have not been quantified.

The Capital Improvements Committee recommended that renovation projects within the City Hall complex be undertaken as part of a comprehensive building and space allocation plan.

City Hall Room 205 Renovation, \$1,944,896.

This project would update the electrical and HVAC systems in Room 205 of City Hall. It would also reconfigure office and conference room space and enhance security for reception personnel. The HVAC and electrical systems in Room 205 have not been updated in nearly 40 years and are not in compliance with current building and fire codes.

The Capital Improvements Committee recommended that renovation projects within the City Hall complex be undertaken as part of a comprehensive building and space allocation plan.

3. Project Updates.

Public Face of LIRA.

The City has provided \$700,000 in funding for the development and implementation of the License Information Reporting and Administration (LIRA) system. The project has automated certain labor-intensive processes, such as the payment of license files and the submission of police reports. LIRA also provides electronic communication and information access to City departments which were never possible in the past.

The LIRA system went on-line in October of 2010 and operated parallel to the legacy system until December 13, 2010. It now operates independently to process licensing information. The project has remained within its budget.

Work continues on the system as the License Division implements further improvements. The next phase of the project, which was funded in 2013 (\$117,500), is the development of an external face for the LIRA to allow public access to licensing information, on-line application and tracking, and other functionalities. The department has completed an analysis of the desired functionalities. While the department believes the City has the skills required to do the project internally, estimates are being solicited from both internal (ITMD) and external (Stratagem) providers to determine the most cost-effective and efficient way of implementing the project.

4. Future Capital Requests.

The only out-year requests for the City Clerk's Office relate to the Channel 25 Digital Conversion project, which is expected to be a 3-year project, and staffing for the Capital Improvements Committee.

VIII. ISSUES TO CONSIDER.

There are a number of departments, including the City Clerk's Office, that have made requests to have their offices remodeled, reconfigured or relocated. At this time, there is no authoritative body that monitors departmental needs and no comprehensive plan to allocate space in the City's facilities. The Capital Improvements Committee has recommended that renovation projects within the City Hall complex be evaluated and undertaken as part of a comprehensive building and space allocation plan.

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