



Meeting Date: 6/6/06

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Rachel A. Shaw, Human Resources Director *R. Shaw* Agenda Item No. 0-2

Reviewed By: City Manager *[Signature]* City Attorney *[Signature]* Finance *[Signature]* Other (Specify) _____

DATE: June 1, 2006
TO: City Council
FROM: Rachel Shaw, Human Resources Director
 Human Resources

SUBJECT: Midyear Budget Report for Advertising Costs

RECOMMENDATION

That City Council approve the appropriation of one-time funds in the amount of \$25,000 from the General Fund Operating Reserve to Human Resources for advertising associated with recruitment, testing and selection.

DISCUSSION

Over the last few years, the City has seen an increase in regular (benefited) position hires while the budget has remained unchanged for recruitment and testing costs. Even as we have reduced costs by seeking creative advertising medias, staff is looking at substantial increases in this budget area.

The following is a breakdown that represents our hiring trends and expenditures:

Fiscal Year	Total # of Hires	Average Hires per Month	Actual/Proposed Expenditures	Average Cost per Hire
2001/02	121	10	\$56,936	\$471
2002/03	105	9	\$55,397	\$528
2003/04	66	6	\$43,674	\$662

Midyear Budget Report for Advertising Costs

June 1, 2006

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Fiscal Year	Total # of Hires	Average Hires per Month	Actual/Proposed Expenditures	Average Cost per Hire
2004/05	110	9	\$77,166	\$702
2005/06 (as of 6/1/06)	140	11	\$82,443	\$589

FINANCIAL IMPACT

Staff recommends appropriating funds from the General Fund Operating Reserve and increasing the appropriations in account number 101-1701-801-8226 by \$25,000 for advertising costs. The 2005-06 budget appropriation for this line item is \$57,456 and the current amount expended to fund advertising and recruitment costs is \$82,443.

Currently the General Fund Operating Reserves is \$19,197,365. Pending City Council approval of this action, the General Fund Operating Reserve will be as shown on General Fund Operating Reserve Summary (Attachment #2).

(RAS/SAP)

- Attachment #1 - Request for Special Budget Appropriation
- #2 - General Fund Operating Reserve Summary

Note: The Midyear Budget Report for Advertising Costs has been provided to the City Council. Copies are available for review at the Circulation Desk in the Library after 6:00 p.m. on the Thursday prior to the Council meeting and at the City Clerk's Office after 8:00 a.m. on Monday.

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CITY OF OXNARD
REQUEST FOR SPECIAL BUDGET APPROPRIATION

To the City Manager:

May 16, 2006

Request is hereby made for an appropriation of total

\$

25,000

Reason for appropriation:

<u>FUND</u>	<u>DESCRIPTION/ACCOUNT</u>	<u>On-Going</u>		<u>One Time</u>	
		<u>Rev</u>	<u>Appr</u>	<u>Rev</u>	<u>Appr</u>
General Fund (101)	Human Resources Personnel 101-1701- 801-8226 - Miscellaneous Ad/Promo				25,000
			0		<u>25,000</u>
	Net Estimated Change to General Fund Operating Reserve		0		<u>(25,000)</u>

Rachel Shaw

 Manager

REQUIRES CITY COUNCIL APPROVAL

DIRECTOR OF FINANCE

SW

Disposition

Approved _____

Rejected _____

Transfer by Journal Voucher _____

City Manager

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ATTACHMENT NO. 1

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CITY OF OXNARD
2005-2006 PROJECTED GENERAL FUND OPERATING RESERVE
ESTIMATED
05/16/2006

Operating Reserve

Fund Balance June 30, 2005		
Reserved		4,201,090
Unreserved		19,197,335
Total Fund Balance		23,398,425
2005-2006 Estimated Revenues & Transfers		104,500,135
Est Revenue Adjustments		
BLD Consulting Agreement (1)	267,462	
Dev Permit Center Fee\Civic Center (2)	74,500	
Police Services (Parking Fines) (3)	288,073	
		630,035
Net Adjusted Revenues		105,130,170
2005-2006 Appropriations		(104,500,135)
Appropriation Adjustments		
BLD Consulting Agreement (1)	(267,462)	
Dev Permit Center Fee\Civic Center (2)	(74,500)	
Human Resources (3)	(25,000)	
Graffiti Task Force Outreach (3)	(100,000)	
Equipment Mtnc - Fuel/Parts (3)	(261,227)	
Police Services (3)	(288,073)	
		(1,016,262)
Net Adjusted 2005-2006 Appropriations		(105,516,397)
Net Change to Operating Reserve		(386,227)
Reserved		4,201,060
Operating Reserve For Contingencies (18%)		18,810,024
Reserve Balance		387,341
Subtotal of available reserve		19,197,365
Pending Council Action of June 6, 2006		(386,227)
Estimated Available Operating Reserve 6-30-2006		18,811,138

- (1) Council Action 07/26/05
(2) Council Action 11/22/05
(3) Pending Council Action 06/06/05

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ATTACHMENT # 2
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