



CITY CLERK DEPARTMENT  
Long Beach, California

**R-12**

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City Clerk

APR 23 09 30 AM '11

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August 9, 2011

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Request the City Attorney to prepare amendments to Long Beach Municipal Code Chapter 2.08, related administration of the lobbyist registration program, with such amendments retroactive to July 1, 2011.

**DISCUSSION**

On June 21, 2011, the City Council directed the City Clerk to evaluate ways to reduce the workload requirements of the lobbyist registration program and seek to maintain registration renewal and client fees at current levels.

In response to Council's direction, recommended changes to current ordinance provisions are as follows:

1. Section 2.08.070 – Provides for the establishment of fees by ordinance.

Recommendation: Administer fees, by resolution, as a part of the Master Fees and Charges Resolution.

2. Section 2.08.160 – Provides that the City Clerk shall: [a] Oversee compliance with Chapter 2.08, including creation of all forms and explanatory materials. [b] Provide quarterly reports to the Mayor and City Council on lobbyist activities, and pending complaints and enforcement proceedings and provide an annual report to the Mayor and City Council, including a description of educational programs and materials that have been produced regarding Chapter 2.08 and providing any recommendations for amendment of Chapter 2.08. Press releases summarizing the contents of the reports shall be prepared and distributed with the respective reports; and [c] Accept all required filings under Chapter 2.08.

Recommendation: [a] Delete reference to the term "compliance" and replace with the word "administration." [b] Delete the requirements for quarterly and annual reports to Mayor and Council, as well as complaint and enforcement tracking; and instead require the Internet posting, on the City's web site, of the lobbyist registry and six-month reports by July 31 and January 31 of each calendar year.

3. Section 2.08.100 -- Provides that lobbyist shall file quarterly reports within 15 days of the end of every quarter in duplicate.

Recommendation: Provide for the filing of six-month reports within 15 days of the end for two reporting periods, i.e., January 1 to June 30 and July 1 to December 31 of each calendar year.

#### TIMING CONSIDERATIONS

Adoption of the above action on August 9, 2011, will permit the City Attorney to draft an ordinance making the new and extended lobbyist reporting periods retroactive to July 1, 2011.

#### FISCAL IMPACT

Adoption of the staff recommendation will more closely align administrative costs with anticipated program revenues and keep registration fees at current levels.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LARRY HERRERA  
CITY CLERK