



November 4-6, 2026

Embassy Suites by Hilton San Francisco Airport Waterfront

150 Anza Blvd, Burlingame, CA 94010

Agenda

Time Start	Time End	Class Title
Wednesday, November 4, 2026		
8:30 AM	9 AM	Welcome Speaker and Board Introductions and State Review
9 AM	10:30 AM	Business License 101: “Why we do what we do.”
9 AM	10:30 AM	Revenue 101: Beyond Business License Tax
10:30 AM	10:45 AM	Break
10:45 AM	12:15 PM	UUT and Streaming Services: The Court case That Will Shape Cities on UUT Revenue (Disney v. City of Santa Barbara)
12:15 PM	1:30 PM	Lunch
1:30 PM	3 PM	PRA: Records Retention Laws and Public Records Requests
1:30 PM	3 PM	Planning and Zoning: Why It’s Important to Business License
3 PM	3:15 PM	Break
3:15 PM	4:30 PM	City Staff Reports: Essential Tools in City Government and Why They Matter
4:45 PM		End of the Day
5 PM	7 PM	Hosted Reception
Thursday, November 5, 2026		
8:30 AM	9:45 AM	Fee Studies: Why It’s Important to Update Your City Fees to Increase Revenue
9:45 AM	10:00AM	Break
10:00 AM	11:30 AM	Legislation Update: Laws Influencing City Government
11:30 AM	12:15 PM	Certified Revenue Officers (CRO) Program and CMRTA Recognition Awards
12:15 PM	1:30 PM	Lunch
1:30 PM	3 PM	State Architect CASp: The Mandatory Business License Fee, Where We Started and What’s In Store
3:00 PM	3:15 PM	Break
3:15 PM	4:45 PM	Michael Coleman: Author of California Municipal Revenue Sources Handbook
4:45 PM		End of the Day

5 PM	7 PM	Associate Mixer
Friday, November 6, 2026		
9 AM	10:30 AM	Business License 201: Inspections, Auditing, Collections
10:30 AM	10:45 AM	Break
10:45 AM	12:30 PM	Revenue 201: Auditing TOT and UUT
12 PM		End of Day – See You in 2027!