

# Conference Topics

## **DAY 1: Welcome, Board Intro and State Review:**

Opening session meeting the CMRTA State Board and hear updates on key priorities, and issues relating to CMRTA.

### **Business License 101: Why We Do What We Do**

An overview of business licensing, including its purpose, legal foundation, and role in municipal operations. Learn how business licensing supports compliance, and revenue administration within a city.

### **Revenue 101: Beyond Business License Tax**

Explore key municipal revenue sources, including Transient Occupancy Tax (TOT) and Utility Users Tax (UUT), and their role in supporting essential city services. Gain insight into current trends and opportunities shaping local revenue programs.

### **UUT and Streaming Services**

Hear firsthand about Disney v. Santa Barbara, a landmark court case that could shape how cities apply Utility Users Tax to streaming services. Learn what this decision may mean for local revenue administration moving forward.

### **Records Retention Laws and Public Records Requests**

Review current state laws governing records retention and Public Records Act compliance. Learn best practices for managing records and responding to public information requests.

### **Planning and Zoning Departments, Why They Are Important to Business License**

Discover how Planning and Zoning departments support effective business licensing and enforcement efforts. Learn why collaboration between these departments is essential to regulatory compliance.

### **State Bureau of Automotive Repair**

Understand key regulatory requirements to consider before issuing business licenses to automotive-related businesses. Learn how cities partner with the Bureau of Automotive Repair to support compliance and enforcement.

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## DAY 2:

### **Fee Studies and Why It's Important to Update Them**

Learn how fee studies help cities maintain cost recovery, support financial stability, potentially increase revenue, and ensure fees remain aligned with service delivery costs. Also gain valuable insight from an attorney on the legal considerations, challenges, and best practices regarding city related fees.

### **City Staff Reports and Why They Matter**

Gain practical techniques for preparing clear, informative staff reports that support decision-making and enhance transparency. Learn how effective reports communicate critical information to the community, Executive Management, and City Council.

### **Legislative Update**

Listen to updates on recent and upcoming legislation affecting local government revenue and licensing programs. Gain insight into policy developments that could impact municipal operations.

### **CRO Program and Awards**

Learn about the Certified Revenue Officer (CRO) Program and the professional development opportunities it provides. Celebrate achievements in the municipal revenue profession through CMRTA awards and recognitions.

### **State Architect and CASp Fees**

Review the history and evolution of CASp fees and their role in funding accessibility compliance programs. Learn how these fees support accessibility initiatives and compliance efforts throughout California.

### **Michael Coleman**

Hear from one of California's leading experts on local government finance, municipal revenues, fiscal policy, and local tax measures. Gain valuable insights into current challenges and opportunities facing cities.

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## DAY 3:

### **Business License 201**

Take a deeper dive into business license administration with advanced discussions on inspections, collections, and audits. Bring your questions and participate in an interactive Q&A session.

### **Revenue 201**

Build upon foundational revenue concepts with advanced strategies for auditing and inspecting TOT and UUT programs. Learn practical approaches to improving compliance and revenue recovery while gaining insight from an attorney's perspective on the challenges of achieving and enforcing compliance.

