

Good evening councilpersons. I'm still Keith Shillington. I still live on Leucadia Scenic Court on the very north edge of our fair city. And I still own and operate that little coffeehouse at the Northeast corner of E and 2nd Streets.

Thank you for this opportunity to voice my concerns about our great city. I have several points to speak on, however I'm going to focus on a single point this evening:

Paperwork.

I have several permits associated with operating my little coffeehouse; all of which need to be renewed each year. I understand that this is one of many sources of revenue for our fine city, I have no complaint about the renewal fees. What I am here to point out is the archaic and draconian process that some of these renewal processes require. Here we are in the 21st century, and I'm being required to fill out multiple page forms, on paper, that I've filled out before. It's a waste of paper, time, ink and time. It wastes my time, it wastes city staff time. Time is money. The small fee associated with the permit renewal must be more than completely consumed by the time and resources used to process it.

At the cafe, I ask staff to bring problems to me, ideally with a suggested solution. So, following my own rules: I suggest our fine city come in to the 21st century and go on line. As a registered business with the city, I should have my very own space at the city website; call it an account if you will. On my city account, I would be able to check the status of my various permits; submit change requests as needed; electronically pay renewal fees; schedule required inspections. Indeed, designing, developing, implementing and maintaining such a system has costs associated with it; however the long term result is a streamlining of the whole corporate/governmental interface; resulting in a higher net income to the city from these small permit fees. Combine this with the ability for yourselves to view, at any instant, the status of any and/or all businesses registered with the city; without invoking huge staff overhead.

In my previous occupation as a computer systems designer/consultant we call this a win/win/win scenario. In these troubled and trying times; I want to see all the merchants and businesses of Encinitas, and city governance winning.

Thank you for your attention.

Time allowed: I'd like to publicly thank DEMA and the Chamber of Commerce for helping us market our recent cultural event.