

## STAFF REPORTS

CITY COUNCIL  
April 23, 2002

To: Mayor and City Council  
From: George J. Rodericks, City Manager  
SUBJECT: APRIL/MAY CITY NEWSLETTER

### **BACKGROUND**

Recently, the City began publication of a quarterly newsletter with information on City programs, services, partner agencies, public information articles, and public service announcements.

### **FINDINGS**

Attached is the April/May edition of the quarterly newsletter. Staff has transitioned the single-page 8.5" x 11" newsletter into a 4-page folded newsletter using 11" x 17" paper.

Staff will use the same process for printing, folding, and delivery as the prior edition. Postage and sorting cost is expected to remain the same; however, printing costs will increase due to the size of the edition. Color printing and folding of the multi-page, 4-color edition is approximately \$1,184.00.

There is sufficient information and articles to produce that warrant an expanded version of the newsletter. Staff has added multi-edition information such as a section on *Public Safety Happenings* to introduce local fire and police personnel and release information on upcoming safety training. A section on *Volunteers in Action* to highlight different volunteer activities in the community such as the picnic, pancake breakfast, Santa parade, boat parade, and other community events. *Keeping In Touch* serves as a directory of local numbers and contacts and *Tune In* highlights upcoming VPCATV presentations.

### **FISCAL IMPACT**

There is an increase of \$765 to color print and fold the 11" x 17" newsletter. This increase is due to the size of the newsletter changing from the 8.5" x 11" to 11" x 17".

### **RECOMMENDATION**

It is recommended that the City Council review the April/May edition of the City newsletter and authorize the production of the edition.