



## City of Placerville MEMORANDUM

DATE: August 28, 2007

TO: City Council

FROM: John Driscoll, City Manager/City Attorney

SUBJECT: **CITY NEWSLETTER**

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### **RECOMMENDATION**

That the City Council approve in form and substance the draft City Newsletter and direct staff to distribute the Newsletter with the September utility billing, provide copies to businesses within the City and post the Newsletter on the City's website.

### **DISCUSSION**

At the July 10, 2007 City Council meeting, the Council discussed publishing and distributing a City Newsletter. At that time, the Council directed staff to prepare a draft one-page two-sided newsletter for distribution to City residences and businesses. Staff was further directed to present a draft of the newsletter to the Council for review at tonight's meeting.

The attached draft newsletter represents a collaborative effort by City staff and Carol Anne Ogden. It addresses:

- traffic issues relating to the Highway 50 OPS Project .
- the new Durapatch machine.
- upcoming special and current events.
- the City's Leaf Pick-Up Program.
- Community Pride vacancies.
- Council and Planning Commission Meetings.

The Council will note that there is additional information that needs to be inserted to complete the newsletter. This information will be included in the newsletter prior to its distribution. Another change that we anticipate before final publication is reducing the area depicted on the map of Highway 50 OPS work so that the area of work is more legible.

Staff feels that the initial Newsletter accomplishes the goal of addressing Highway 50 traffic concerns, as well as highlighting activities within the City. Future newsletters will expand on City department activities, as well as deal with Highway 50 traffic issues as necessary.

Following the publication of the Newsletter, we will seek feedback as to how the Newsletter is received by merchants and residents. This feedback may influence content of future Newsletters, frequency of publication and funding. Staff, in conjunction with Carol Anne Ogdin, will continue to research and explore potential funding options for future publications. Presently, the next publication is anticipated to be in approximately two to three months.

### **FISCAL IMPACT**

Staff is anticipating reproducing between 5,000 and 6,000 copies of the Newsletter. Using color is desirable in order to attract attention to the newsletter, especially for its first publication. The direct cost of reproducing 5,000 to 6,000 copies in color is between \$220.00 and \$260.00. This does not include staff time.

Respectfully submitted,

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John Driscoll  
City Manager/City Attorney