



**CITY COUNCIL SPECIAL MEETING
American River Room North
2729 Prospect Park Drive, Rancho Cordova**

MINUTES

**Tuesday, April 25, 2006
5:45 P.M.**

STUDY SESSION

Call to Order

The meeting was called to order at 5:45 p.m. by Mayor McGarvey

Roll Call

Present: Council Members: Budge, Sander, and Mayor McGarvey
Absent: Cooley, Skoglund

Staff Present: Gaebler, Junker, Hare, Haven, Lindgren, McMahon, Miller, Snyder,
Treadwell

Oral Communications

1. Public Comment

None

Study Session Items

2. **Subject:** Presentation on crafting the City brand, which will be the cornerstone of community and business outreach efforts for Rancho Cordova
Recommendation: Review current status of the branding process and provide guidance on brand options presented at the Work Session.
Result of Recommended Action: The Work Session will provide direction to the Public Information office and consultants on the course of the branding process so we can come before Council at a future meeting with finely-tuned finalists for review, public comment and ultimate selection of the brand.

The Council requested that staff provide a recommendation for a target survey group for a regional image survey.

The Council requested that staff come back with “reworked” graphics including the grape leaf design that was created by Rick Sloan, for the following slogans:

City Life. Reinvented.

Everybody’s City. (Possibly combined with embracing the past, shaping the future)

3. **Subject:** Code Enforcement Program Workshop Discussion. Presentation and discussion of various aspects of the City’s Code Enforcement program, including staffing and management, program strategies, program priorities and the relationship of Code Enforcement to the City’s Planning, Building and Police Departments and the City Attorney’s office.

Recommendation: Consider staff’s presentation and provide comments and direction as appropriate no formal action will occur at this meeting.

Result of Recommended Action: Staff will receive City Council comments and direction on the Code Enforcement program. Council direction may affect various aspects of Code Enforcement, including but not limited to, program management structure, program staffing, program priorities and interdepartmental coordination. Direction from the City Council may also affect staff proposals within the FY 2006-07 budget.

Paul Junker gave a Powerpoint presentation on Code Enforcement entitled “Chartering the Path to a Better Community.” He said that Code Enforcement’s goal was to gain the maximum amount of compliance with the minimal amount of City effort and expense and to “clear the low hanging fruit.”

He said that education to build support for Code Enforcement activities in the community is important as well as education to gain voluntary compliance and to put the community on notice that expanded enforcement is coming.

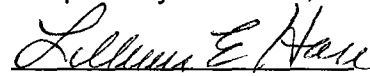
He said the next component to improved Code Enforcement would be an effective hearing process. He said the City Attorney’s Office would be used for communications and the Council Chambers used for the conduct of hearings. He said the hearing process should appear like a court function.

He said the next component to improved Code Enforcement would be an effective penalty assessment, to include establishing a process for issuing an administrative citation.

ADJOURNMENT

The meeting adjourned at 10:15 p.m.

Respectfully submitted,



Lillian Hare, City Clerk