

AGENDA
CITY OF RANCHO CORDOVA
CITY COUNCIL

Monday, January 3, 2005

5:30 p.m. – Special Meeting

Council Chambers
3121 Gold Canal Drive, Rancho Cordova, California



Ken Cooley, Mayor
Robert J. McGarvey, Vice Mayor
Linda Budge, Council Member
David M. Sander, Council Member
Dan Skoglund, Council Member

MAKING YOUR POINT – MAKING IT COUNT

Government decision-making takes time—time for public input, time for analysis, and time for weighing both sides of the issue before making an informed decision.

People sometimes complain that the process takes too long, delay progress, costs extra money and is frustrating for discussion participants. Others say that the process doesn't give people enough time to comment and that decisions are made too quickly without enough consideration for all sides of the issue.

The foundation for democracy in America is our constitutional right to tell our elected leaders what we think about issues that affect us. This right is enjoyed by all citizens, regardless of education, background, or experience. Rancho Cordova leaders welcome you to public meetings and encourage you to participate in discussions that affect you.

The way you present your message at the podium can help or hurt your ability to persuade your audience. It can either facilitate or obstruct the public participation process. Whether you are an experienced public speaker or speaking at the podium for the first time, it may be helpful to remember these public meeting tips:

- Identify your main points. Writing them down will help you organize your thoughts and remember them when you're at the podium.
- Check your facts. Accuracy improves your credibility and helps you make a positive impression.
- Handouts summarizing your position may be distributed to policy makers and staff before or after your presentation. Busy leaders appreciate clear, concise information (one or two pages) that helps them identify your key points and remember your presentation.
- Don't be nervous. If you are, don't apologize for it. Public Officials see many citizens who are nervous when speaking in front of an audience. It may help to take a deep breath and exhale slowly just before you approach the podium.
- As you begin to speak, state your name and address clearly for the record. If you represent a group or organization, please state that information as well.



- Make your position known at the beginning, then present supporting information. You will sound organized, which helps people to understand your position.
- Keep your presentation short and simple. Attention spans are brief and people will remember a short presentation better than they will one that rambles and includes too much information.
- Don't repeat yourself. It uses valuable time and people tune out when they hear the same thing over and over. If a previous speaker has already made the point you planned to make, simply refer to that speaker and emphasize your support for that position.
- Be cautious about using humor which is very subjective. While some may laugh, others may be offended.
- Persuade, don't badger your audience. Compelling presentations can be very persuasive to both policy makers and public meeting audiences; however, insulting or degrading language can make you appear belligerent, reducing your credibility as well as the power of your message.
- Close your comments with an action statement such as, "Adopt this resolution" or "I urge you to vote 'no' on this ordinance."

Rancho Cordova City leaders appreciate your interest in issues that affect the community. We hope these tips will help you prepare and present your remarks so they will be clear, concise, accurate and credible. If you follow these guidelines, your audience is likely to listen, pay attention, and maybe even agree with you!

Rancho Cordova City government is not the City Council, City staff or Rancho Cordova citizens – it's all of us working together to understand each others' opinions so we can make the best decisions for our community.

THANK YOU FOR PARTICIPATING!



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Special City Council Meeting
City Council Chambers
3121 Gold Canal Drive, Rancho Cordova
January 3, 2005
5:30 P.M.

Call to Order

Roll Call: Council Members Budge, McGarvey, Sander, Skoglund, and Mayor Cooley

Oral Communications

1. Public Comment

At a Special Meeting, citizens may address the Council on any matter listed on the agenda. **Please keep your comments to three minutes or less.** Please state your name and community of residence. Under the provisions of the California Government Code, the City Council is prohibited by law from discussing or taking action on any unagendized item unless it can be demonstrated to be of an emergency nature and the need to take action arose after the posting of the agenda.

Study Session

2. **Subject:** Adoption of General Plan Draft Land Use Map as part of the Vision Book/Interim General Plan, Direction to staff to proceed with preparation of a Final Land Use Map and with the creation of a Draft General Plan which implements the Draft Land Use Map and with preparation of a Draft Environmental Impact Report based on the Draft Land Use Map
Recommendation: Consider staff's presentation and comments from the public and provide direction (**Continued from December 20, 2004**).
3. **Subject:** 2005-2007 Strategic Planning Outcomes Workshop
Recommendation: Discuss 2005-07 Strategic Plan Mission, Values, Goals and Priorities.

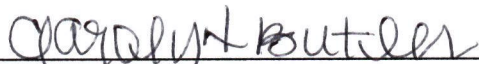
Adjournment

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (916) 942-0255 or www.cityofranchocordova.org. Requests must be made as early as possible and at least one full business day before the start of the meeting.

City Clerk's Certificate of Posting of Agenda

I, Carolyn Butler, Deputy City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the January 3, 2005 Special Meeting of the Rancho Cordova City Council was posted on December 29, 2004 at the office of the City of Rancho Cordova, 3121 Gold Canal Drive, Rancho Cordova, California, 95670 and was available for public review at that location. The agenda is also available on the city web site at www.cityofranchocordova.org.

Signed this 29th day of December, 2004 at Rancho Cordova, California.



Carolyn Butler, Deputy City Clerk