

AGENDA
CITY OF RANCHO CORDOVA
CITY COUNCIL

Tuesday, May 10, 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

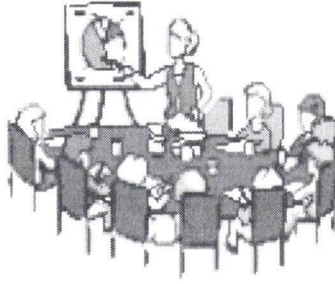
appear belligerent, reducing your credibility as well as the power of your message.

- 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!



**CITY OF RANCHO CORDOVA
CITY COUNCIL STUDY SESSION AGENDA**

**Special Meeting
City Council Chambers
3121 Gold Canal Drive, Rancho Cordova**

**Tuesday, May 10, 2005
5:30 P.M.**

Call to Order

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

Study Session

At a study session, citizens are invited and encouraged to participate in discussion during the time the matter is discussed.

1. **Subject:** Discussion with Police, Code Enforcement, Economic Development, Attorney and Other City Staff about Steps Being Taken and Proposed to Address Vagrancy, Homeless, and Code Enforcement Concerns

Recommendation: No action is recommended at this time. Consider staff's presentation and provide general direction concerning the level of enforcement desired for Police and Code Enforcement Departments and ordinances needed to be drafted by the City Attorney in order to address vagrancy, homelessness and associated private property management concerns.

Oral Communications

2. Public Comment

Citizens wishing to address the Council for any matter not on the agenda may do so at this time. **Please keep your comments to three minutes or less and provide a Speaker Card to the City Clerk.** Please state your name and community of residence. Under the provisions of the California Government Code, the City Council is prohibited from discussing or taking immediate action on any unagendized item unless it can be demonstrated to be of an emergency nature or the need to take immediate action arose after the posting of the agenda. At a Special Meeting, if you wish to be heard on a listed agenda item, please do so when that item is being discussed.

Adjournment