



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
May 7, 2008**

TO: Mayor and City Council

FROM: Joann Tool, Deputy Director – Parks & Community Services

SUBJECT: Proposed 2008 Parks/Library Bond

DATE: April 17, 2008

RECOMMENDATION:

Declare the City Council's intent to place a Parks/Library Bond issue on the November 2008 ballot and direct staff to prepare necessary documents for final action in July.

BACKGROUND:

A citizen's survey was undertaken to determine the feasibility of a Parks and Library Bond has been completed. The results were presented to the Council at the April 2, 2008 City Council meeting. The survey results indicated that a Parks/Library Bond would have the best chance for voter approval on the November 2008 ballot. It also showed that an extensive, well-run campaign would be needed to obtain voter support for a bond to improve local park and recreation facilities if sized at an appropriate level. A group of community members have formed a committee that will work diligently to get the park bond passed.

The Committee is seeking an expression of Council intent on placing the item on the ballot so that it might continue its organizational efforts and fund raising to support the effort.

FISCAL IMPACT:

None

ACTION:

Motion indicating Council wishes to move forward with a bond measure for Parks/Library and directing staff to prepare necessary documents for Council to place a Parks/Library Bond on the November 2008 ballot

Attachment: Letter to Council

APPROVED BY:

City Manager

APPROVED BY:

Assistant City Manager Community & Economic Development

April 29, 2008

Dear Mr. Mayor and City Council Members,

I write this letter on behalf of the community members that have formed the volunteer organization "Citizens for a Better Library and Parks". As you know by now, our mission is to work diligently to deliver a successful bond campaign for the betterment of our parks, pool, and library for the City of Martinez in the upcoming election of November 2008.

The poll results that were presented to the City Council on April 2nd indicated that the road ahead is not necessarily an easy one, and that our campaign needed to be well organized and well funded in order to be successful. Our organization, made up of a broad cross-section of active community members, has been organized since last November, is steadily growing, and ready to take on this challenge. We have already begun accepting donations to fund our efforts and have planned an aggressive fundraising event schedule.

One of the advantages we have identified that differentiate our efforts now compared to the previous campaign has been our ability to organize much earlier and have more time for campaign education. To retain this time advantage, we need your vote now for this measure to be placed on the November 2008 ballot. Any delay in this vote at this point in our campaign could have a negative impact on the positive support and momentum we have built up to this point.

Your leadership has been a big part of building that momentum and your continued support as a City Council has been and will be much appreciated. We truly believe that your leadership and decisive support of this effort can and will make all the difference to the success of this campaign. Please take this opportunity, at this council meeting, to approve this bond for the November ballot and direct city staff to prepare documents necessary to make that possible.

Respectfully,

Katherine Hern
For
Citizens for a Better Library and Parks