

December 17, 2003

Honorable Members  
Common Council  
Room 205, City Hall

Dear Council Members:

Attached please find a motion to revise the Council's current policy with regard to the allocation of funds for aldermanic mailings. This policy would apply the mailing restrictions to newsletters only.

Although the current policy has significantly reduced spending on mailings, the inclusion of all mailings in the policy has resulted in considerable overhead in counting pieces of mail and calculating postage for each council member. There also appear to be significant differences between districts in the need for certain mailings, such as license surveys, project surveys, notices of city property for sale, etc. Each year several council members have had to ask the Government Communications Committee for additional funds for these types of mailings.

Newsletters remain the most significant mailing cost. The proposed policy would apply to the next 4 years and limit each council member to 2 newsletters per year in 2005 through 2007, at a maximum total cost of \$13,000. For 2004, incumbent council members not seeking election to any public office would be able to mail one newsletter prior to April 20 and each council member in office as of April 20 would be able to send one newsletter during the remainder of the year. Each newsletter published in 2004 would be limited to a maximum cost of \$6,000.

This new policy will be much simpler to administer but would continue to hold down mailing expenditures to the current levels, while providing greater flexibility for other types of mailings that council members determine are necessary to meet the needs of their constituents.

Respectfully,

Ronald D. Leonhardt, City Clerk

Rdl/council/mailings/newpolicy3.doc