

CITY OF SAN LEANDRO

CITY COUNCIL RULES AND COMMUNICATIONS COMMITTEE

**June 1, 2006
4:00 - 5:30 p.m.**

**San Leandro City Hall
835 East 14th Street
San Leandro, California
(City Manager's Large Conference Room)**

Agenda

1. Discussion Regarding Temporary Banners on East 14th Street
2. Discussion Regarding Printing of Council's Business Cards
3. Discussion Regarding Inactive Boards and Commissions
4. Discussion Regarding Use of City Logo by Community Groups
5. Public Comments
6. Committee Member Comments
7. Adjourn

Committee Members: Councilmember Orval "OB" Badger, Chair
Councilmember Glenda Nardine
Councilmember Bill Stephens

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HIGHLIGHTS

Committee Members: Vice Mayor Orval "OB" Badger, Councilmember Glenda Nardine, Councilmember Bill Stephens

City Staff present: Marian Handa, Steve Hollister, John Jermanis, Kathy Ornelas, Jayne Williams

Public present: Heidi Finberg

The meeting was called to order at 4:05 p.m. by Committee Chair Badger.

1. Discussion Regarding Temporary Banners on East 14th Street

Community Relations Representative Kathy Ornelas reported to the Committee on the current policy and process for hanging banners across East 14th Street. The City erected a set of poles on either side of East 14th Street which were specially engineered to hold the banners, and the cost to the City is approximately \$260 to put up and take down a banner. Only non-profits are allowed to hang banners on the poles. Ms. Ornelas noted that issues have been raised in the past over content on the banners.

Committee members asked questions regarding which groups were allowed to use the poles and how much notice was required to be given. Ms. Ornelas stated that if there is a scheduling conflict, groups are limited to a 14-day use period. Committee Member Nardine commented that it would be important to define the purpose for each banner and to have the ability to regulate content if necessary. City Attorney Jayne Williams pointed out the provisions for content in the City's banner policy.

The Committee discussed whether a fee should be charged and how the amount should be determined. Committee members suggested that schools be allowed to hang banners free of charge and service clubs and non-profit organizations be charged \$100. Staff will incorporate

this change into the existing policy and bring it back to Committee for review at a future meeting.

Committee Recommendation:

None.

2. Discussion Regarding Printing of Council's Business Cards

Ms. Ornelas provided information to the Committee on various styles of business cards and their cost. She noted that the former business card vendor carried a large inventory of the City's business card stock and so was able to print the Council's cards at a very low cost; however, this vendor is no longer in business. Full color cards could be printed in-house at about \$.03 per card, or a local union vendor could print embossed cards for \$.65 each.

Committee Member Stephens commented that a similar situation occurred when he worked at Peralta College, and he was told that printing cards in-house would take work away from union printers. Members commented on the importance of having the union "bug" on the Council's business cards. City Manager Jermanis stated that staff will obtain more quotes for single color and multi-color printed cards.

Committee Recommendation:

None.

3. Discussion Regarding Inactive Boards and Commissions

At its meeting on April 3, the City Council referred discussion of this item to the Committee. City Clerk Marian Handa reported on the City's advisory bodies that have not had activity in the last few years: the Board of Appeals, Handicapped Access Appeals Board and Rent Review Board.

She stated that according to William Schock, the City's Chief Building Official, both the Board of Appeals and Handicapped Access Appeals Board are required by State law and provide an avenue for appeal of determinations made by the Building Official. The Board of Appeals has been used in the past for appeals of demolitions, and it is anticipated that it may be convened in the future for appeals associated with the City's Unreinforced Masonry Ordinance. The Handicapped Access Appeals Board would hear appeals of decisions involving accessibility issues under the Americans with Disabilities Act (ADA). While the Board has not been convened in recent memory, similar bodies in other cities, such as Berkeley, are quite active. Neither the Board of Appeals nor the Handicapped Access Appeals Board has current membership.

The Rent Review Board is a five-member board with three members currently appointed. Although the Board has not had a rent issue on which to deliberate in a few years, staff has

noted an increase in calls as rents have begun to rise, and staff feels the Board is a valuable resource to retain.

Committee members discussed the possibility of appointing one board which would serve in all three capacities.

Chair Badger commented that he would like to see the Rent Review Board retained as a separate entity.

Committee Member Nardine commented that she would like to have a disabled member on the Handicapped Access Appeals Board.

Committee Member Stephens commented that it may be difficult to combine the Handicapped Access Appeals Board and Rent Review Board, as the issues handled by each board are so distinct.

City Manager Jermanis suggested that the Board of Zoning Adjustments, with the addition of an at-large disabled member, could function as the Handicapped Access Appeals Board. The Committee agreed with this suggestion. Mr. Jermanis commented that the Rent Review Board provides a process for handling rent disputes and offers an alternative to rent control.

Committee Recommendation:

None.

4. Discussion Regarding Use of City Logo by Community Groups

At its meeting on May 1, the City Council referred discussion of this item to the Committee. Ms. Handa provided information to the Committee on issues experienced by other California cities with unregulated use of their City Seal. She reported that the City of La Mesa adopted an urgency ordinance in 1997 after several incidents occurred involving the unauthorized use of the likeness of their City Seal, including the issuance of bogus building permits and distribution of leaflets containing racial and ethnic hate messages.

Committee members expressed concerns about providing unregulated access to the City logo and recommended the City not provide access to the logo via its website.

Committee Recommendation:

None.

5. Public Comments

Heidi Finberg, CEO, San Leandro Chamber of Commerce, commented on the Measure I campaign and her hope for its passage on June 6.

6. Committee Member Comments

None.

7. Adjourn

The meeting was adjourned at 4:55 p.m.

Rules and Communications Committee

Meeting

June 1, 2006

Date

PUBLIC MEETING SIGN-IN SHEET

(This information may be used for future public hearing/meeting notification.)

	NAME	ADDRESS	TELEPHONE NUMBER
1.	Jerde Nander	City Hall	11
2.	OB	11 11	895-5714
3.	Stacy Hollister	"	577-3389
4.	Katley Ornelas	CMO	3358
5.	Marian Handa	City Hall	3367
6.	Bill Stephens	"	
7.	Jaymie Williams	"	
8.	Judy Jermans	"	
9.	Heidi Fimbler	Chamber of Commerce	
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