

**CITY COUNCIL SPECIAL MEETING  
MINUTES**

**JULY 24, 2007**

Mayor Cannella called the Special Meeting of the Ceres City Council at 5:30 p.m. with the following in attendance:

**ROLL CALL:** Council Members Lane, Ochoa, Phipps, Vierra, Mayor Cannella

**PLEDGE OF ALLEGIANCE** led by Mayor Cannella

**NEW BUSINESS**

1. **Resolution No. 2007- 158** approving an Ordinance imposing a 0.5% special transaction and use tax for public safety purposes to be administered by the state board of Equalization, ordering that the Measure to adopt the Special Tax be submitted to the voters of the City at the General Municipal Election to be held November 6, 2007, and directing the City Attorney to prepare an impartial analysis of the measure.

Art de Werk, Director of Public Safety, gave a brief overview of the item. Prompted by a 10-year staffing study compiled by the Public Safety Department, staff realized that in order to maintain the minimum requirements for staffing in the future, they would need to find additional revenue generating opportunities. In August, 2006, the City Council approved a contract with the Lew Edwards Group to begin the process of assessing the viability of a public safety finance measure. After performing a public opinion survey with favorable results, a community outreach plan was developed to educate the public and opinion leaders on public safety needs. Another important facet of the project was the creation of a Citizen Taskforce to assist in the public education process. Placing this measure on the November 6, 2007 ballot will allow the City to begin implementing the community-supported public safety improvements as early as next fiscal year.

5:11 p.m. Mayor Cannella opened the meeting for public comment.

**Those speaking in support of the ballot measure:**

- |                                |                           |
|--------------------------------|---------------------------|
| ○ Steve Breckenridge, resident | ○ Don Donaldson, resident |
| ○ Eric Ingwerson, resident     | ○ Lourdes Perez, resident |
| ○ Charles Fernandez, resident  | ○ Walt Butler, resident   |
| ○ Mildred Vine, resident       | ○ Fran Welsh, resident    |
| ○ Patricia Pope, resident      | ○ Kim Chapman, resident   |

All those speaking in support of the ballot measure recognized an increase in illegal activities around the City and the need for more public safety personnel and programs to fight back. Two other components of the ballot measure that appealed to the proponents were the fact that this is a sales tax which will be shared by everyone and that the tax can only be used to fund public safety, police and fire protection services.

**Those opposed to the ballot measure:**

- o Tracy Bowl, resident

Mr. Bowl stated that he was opposed to an increase in taxes of any kind.

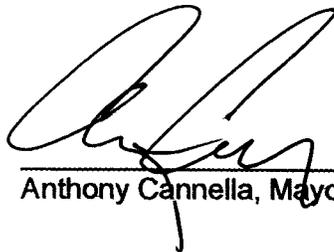
5:27 p.m. There being no one else wishing to speak Mayor Cannella closed public comment.

**MOTION:** Approve **Resolution No. 2007- 158** approving an Ordinance imposing a 0.5% special transaction and use tax for public safety purposes to be administered by the state board of Equalization, ordering that the Measure to adopt the Special Tax be submitted to the voters of the City at the General Municipal Election to be held November 6, 2007, and directing the City Attorney to prepare an impartial analysis of the measure.

**MOVED:** Moved by Phipps/seconded by Vierra

**VOTE:** Motion passed unanimously **(5/0)**

There being no further business, Mayor Cannella adjourned the meeting at 6:00 p.m. The next regularly scheduled Council meeting will be held on August 13, 2007 at 7:00 p.m. in the City Council Chambers, 2210 Magnolia St.



Anthony Cannella, Mayor

ATTEST:



Cindy Heidom, CMC, Deputy City Clerk