

LEGISLATION, LICENSING & COMMUNICATION COMMITTEE

Tuesday, June 24, 2003

Committee Room #2

PRESENT: Alds. Treis, Sullivan, Bruderle-Baran (7:33 p.m.), Ecks (7:32 p.m.), Grimm, Subotich – 6

ALSO PRESENT: T. Wontorek, City Admin.; A. Kesner, City Atty.; Capt. Reit, Police

Ald. Treis as chair called the meeting to order at 7:31 p.m.

Discussion regarding policy on newsletter articles and inserts

Mr. Wontorek presented recommendations as to which groups and what kinds of materials may be included in the city newsletter, and how the costs shall be allocated.

The newsletter may include articles or inserts from the following groups:

- Governmental and educational institutions
- Organizations funded or created by the City of Wauwatosa
- Nonprofit Wauwatosa neighborhood associations
- Nonprofit Wauwatosa business development organizations
- Organizations partnering with the city to meet the city's strategic or operational goals

The community organizations shall be responsible for the following costs:

- Either provide the city with a sufficient number of copies of the insert or fully pay the city's cost of producing the copies.
- The cost to insert the material in the newsletter. The current insertion cost is approximately \$300 per insert.
- For each one-page insert, 10% of the total postage costs that would have been incurred by the city for mailing the newsletter without inserts.
- The full cost of any additional special handling or postal service requirements resulting from the inclusion of the insert.

Mr. Wontorek discussed the allocation of costs. The current postage cost to mail the newsletter is approximately \$3,000. A 10% charge would be \$300. The current distribution cost is \$1,000 per issue. A 10% charge would be \$100 per page. Community organizations have always paid the cost of printing and insertion of the flyers. Under the current budgetary circumstances, community organizations sharing 10% of the total postage cost may be appropriate.

Ald. Sullivan had concerns about asking the neighborhood associations to share in postage costs. He said that the neighborhood associations usually have little or no budgets for mailings. Ald. Sullivan asked if the policy could be written so that the neighborhood associations would be exempt from sharing in the cost of postage and distribution.

Atty. Kesner said it would be difficult to write a policy that would differentiate between community organizations. Non-city governmental organizations that are allowed to include inserts in the newsletter should be treated the same.

Ald. Bruderle-Baran said that it was her understanding that the neighborhood associations generally deliver communication pieces to individual homes and do not use the city-wide newsletter. Mr. Wontorek suggested the item be held for two weeks in order to give the neighborhood associations a chance to comment on the policy.

There was discussion about city departments paying postage and insertion costs. Mr. Wontorek pointed out that the recent Health Department insert had been paid for by a grant and so would not have been a burden on the budget to pay for postage and insertion.

Moved by Ald. Sullivan, seconded by Ald. Bruderle-Baran
to hold the matter until the meeting of July 8, 2003 - -

There was discussion regarding organizations such as Tosa Fest which is revenue producing and the Fourth of July celebration which is not. The Fourth of July celebration is a city sponsored event and is mentioned in the newsletter itself. Tosa Fest is sponsored by a community organization and is announced using an insert.

Ald. Ecks asked if the newsletter was still being mailed first class. Mr. Wontorek said it was but the city was getting a substantial discount because the newsletter is delivered to the Postal Service pre-sorted. Ald. Ecks commented that the community organizations will benefit even if asked to pay 10% of the total postage cost. The cost to the organizations will still be less than mailing their announcements out individually.

Vote on the motion, Ayes: 6

Application for an operator license by Herman Hadley, 4249 N. 63rd Street, Milwaukee

Mr. Hadley explained the circumstances of his violation but said he was not making excuses for his actions.

Capt. Reit reviewed Mr. Hadley's violation and penalty.

Ald. Bruderle-Baran asked if Mr. Hadley had a current driver's license and had completed his classes. Mr. Hadley said he was in the process of completing the requirements.

In response to Ald. Sullivan's questions, Mr. Hadley told the committee that his position would be greatly affected if he did not have an operator license.

Moved by Ald. Sullivan, seconded by Ald. Bruderle-Baran to
recommend approval with a six month review – 6

Application for an operator license by Edwin Travis, 4260 S. Ravinia Drive, Greenfield

Mr. Travis was not present.

The chair directed the City Clerk to request Mr. Travis appear at the meeting of July 8, 2003.

License applications forwarded by the City Clerk for review

The committee reviewed the operator license applications of Nicholas Schneider, 215 W. Maple Street, #508, Milwaukee and Christopher Unholz, 2652 N. 63rd Street, Wauwatosa.

Moved by Ald. Bruderle-Baran, seconded by Ald. Sullivan
to request Mr. Schneider and Mr. Unholz appear before the
committee at the meeting of July 8, 2003 – 6

The meeting adjourned at 7:51 p.m.

Carla A. Ledesma, CMC
City Clerk

dmh