

City of Calistoga

Staff Report

TO: Community Resource Commission
FROM: Olivia Lemen, Aquatic and Recreation Manager
DATE: August 19, 2009
SUBJECT: Activity Guide and Email Collection Campaign

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2 **ISSUE:** To discuss cost saving measures and green practices to produce the bi-annual
3 Activity Guide.

4
5 **RECOMMENDATION:** Receive presentation and provide feedback.

6
7 **BACKGROUND/DISCUSSION:** In past discussion, it was agreed that the Activity
8 Guide was a good addition to the City publications and one worth continuing to
9 produce two times per year. In these times where all City dollars must be scrutinized,
10 staff has begun to explore other ways to communicate this information at a reduced
11 cost. The volume of paper used gave reason to visit other options as well.

12
13 In the past editions, 1600 22-page guides have been produced at approximately \$1.50
14 per guide. Of that amount, 1200 are distributed in the newspaper for an additional
15 cost. The remaining guides are distributed throughout the City at various locations
16 such as the Chamber of Commerce, City Hall, and school offices.

17
18 The proposal for this fall is to design a "slimmer" version, using less paper. We will
19 attempt to capture the same amount of programming, including contact information and
20 locations to obtain information like the web site and the Community Resource Office.
21 Instead of distributing within the newspaper, we will distribute in strategic locations and
22 will target specific demographic areas such as the elementary school as a take home,
23 or distributing directly to the mobile home parks.

24
25 Beginning this fall we will start an email collection campaign and ask the community to
26 sign up to receive program information via email. We have set up a list of guidelines
27 which we will strictly follow to protect and not abuse privacy:

- 28
29
- *We won't sell or give out your email to anyone*
 - *We won't send more than one email a month*
 - *We will remove you immediately if you request it*
 - *We will monitor information that is sent closely and will not junk up your email*
- 30
31
32

33 In addition to being able to send the activity guide electronically we will also create
34 additional distribution lists. A community member can elect to be in any or all of the
35 following lists:

- 36
- 37 Aquatics/Pool Information Active Older Adults/Senior Programs
- 38 Classes Special Citywide Events
- 39 Youth Programs Teen Programs
- 40 Activity Guide En Español
- 41
- 42

43 To enroll community members, we will do the following:

- 44
- 45 • Set up table at the following events:
 - 46 ○ Back to school night, August 21st at the elementary school
 - 47 ○ Farmers Market
 - 48 ○ Mexican Independence Day, September 19th
 - 49 ○ Additional fall community events
- 50 • Event slides on Channel 28
- 51 • Put a link on the web site
- 52 • Additional suggestions welcome
- 53
- 54

City of Calistoga
Community Resources Division
E-News Registration

As a way for the city of Calistoga to be more “green” we are setting up e-news distribution lists for different community events and information. Sign up for the just the information that interests you. Since your email and privacy is important to us, we will strictly follow these rules:

- *We won't sell or give out your email to anyone*
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To sign-up, please print your email clearly with your full name as well. Check the boxes below of which lists you would like to be a part of:

Print Name: _____

Clearly Print Email: _____

- | | |
|--|--|
| <input type="checkbox"/> Aquatics / Pool Information | <input type="checkbox"/> Active Older Adults / Senior Programs |
| <input type="checkbox"/> Classes | <input type="checkbox"/> Special Citywide Events |
| <input type="checkbox"/> Youth Programs | <input type="checkbox"/> Teen Programs |
| <input type="checkbox"/> Activity Guide Only (emailed each time it is produced so you don't need a paper copy) | |

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