

SUBJECT: "Character City" Resolution

Presented with: Reso 00-22
Date: 4/24/00 Verified by: JW.

REQUESTED BY: Administration

PREPARED BY: Administration

DATE: April 19, 2000

FOR AGENDA OF: April 24, 2000

SUMMARY:

This spring, as we head into the FY01 budget process, it is good timing to remind ourselves of the importance of elected city leaders' positions to influence positive character in our community.

My administration has written four budgets since 1996, each one strengthening our fiscally conservative, pro-private sector agenda. While I remain committed to putting Wasilla's basic infrastructure needs first, I am excited to be able to focus on the betterment of our community by working on ways to encourage and motivate the foundational character traits that are essential qualities we need to promote a high quality of life. We may then experience the results of developing and supporting good character, which includes reduced costs for taxpayers due to reduced crime and wrong behavior, a stronger workforce, a cleaner city, positive attitudes when seeking solutions to city problems, etc.

One step Wasilla can take to encourage good character in our community is to pass a resolution that supports making our city known as a city of character. Presently, there are 61 cities around the world with the designation of "Character City". Wasilla can be the 62nd by adopting this resolution and focusing on finding ways to reinforce good behavior.

Though schools are not our jurisdiction, I support working with local public and private schools to help Wasilla's youth see the benefits of good behavior. The Mat-Su School District is presently exploring the "Character City" concept. I believe we can work together to reinforce principles of good character, especially as more school discipline problems arise and the city is forced to deal with the ramifications of those problems. We should assist schools' efforts to teach respect and responsibility.

The other 61 "Character Cities" are willing to share ideas on how they have implemented measures in law enforcement, ideas on not accepting wrong behavior as "the norm" in the 21st Century, ideas on working with the media, schools, churches, and individuals to usher this in. This should not be offensive for elected officials because it is not a new government program, rather it is a change in attitude. We don't have to look for more tax dollars for this.

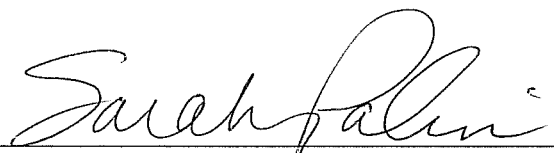
Additional benefits enjoyed by communities that motivate and foster a changed attitude in their cities include increased productivity and better working relationships. These cities recognize that community leaders can set the tone and remind us that we have a choice: we can count our blessings, or our burdens.

I encourage adoption of this resolution.

RECOMMENDED ACTION: Adoption

FISCAL IMPACT No Yes, amount requested: Fund:

MAYOR REVIEW/COMMENT:



Reviewed by: SARAH PALIN, Mayor