

**CITY OF WASILLA
RESOLUTION SERIAL NO. 00-22**

**A RESOLUTION OF THE CITY OF WASILLA, ALASKA TO MAKE OUR CITY KNOWN
AS A CITY OF CHARACTER.**

WHEREAS, the people of our city recognize the importance of honorable character qualities based upon the moral standards held by our Founding Fathers on which they established our nation and legal system; and

WHEREAS, we recognize the validity of the statement by Alexis de Tocqueville that "America is great because she is good. When America ceases to be good, she will cease to be great;" and

WHEREAS, we desire to build upon our heritage and make our city a place where families are strong, homes and streets are safe, education is effective, business is productive, neighbors care about one another, and citizens are free to make wise choices for their lives and families; and

WHEREAS, we recognize that individuals are responsible for their actions and that daily decisions should be based upon objective moral standards which are the basis of universally-recognized character qualities, including obedience, honesty, truthfulness, diligence, generosity, kindness, loyalty, and courage; and

WHEREAS, lack of commitment and irresponsibility have resulted in an increasing number of family problems causing personal, social, and financial consequences to individual family members and to this city as a whole; and

WHEREAS, there is a need for more positive role models among our young people to help prevent juvenile rebellion and delinquency; and

WHEREAS, if people fail to demonstrate positive character qualities and make wrong moral choices, the health, safety and welfare of the citizens are endangered, resulting in a financial burden upon the taxpayers for the costs of law enforcement; and

WHEREAS, many current societal problems will be alleviated when the citizens of this city live by positive and constructive character qualities which distinguish between right and wrong; and

WHEREAS, teaching positive character qualities to juvenile delinquents has been shown to produce a change in behavior, reducing recidivism rates; and

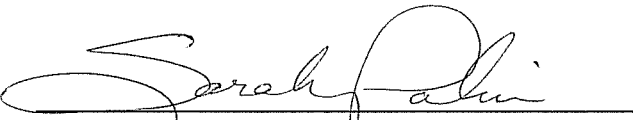
WHEREAS, our schools should be a safe atmosphere where character is exemplified, taught and strengthened, and where learning is encouraged; and

WHEREAS, encouraging employees by recognizing positive character qualities has resulted in an increase in workplace morale, employee safety, and corporate profits; and

WHEREAS, the emphasis of positive character qualities in every sector of society can only occur as individuals commit themselves to exemplifying character in their personal lives and inspiring others to do the same.

NOW THEREFORE BE IT RESOLVED, that the people of this city pledge our commitment to character and to doing all in our power to become known as a City of Character by promoting character in our schools, businesses, homes, churches, city government, media, and community groups, and we urge the leaders of each of these jurisdictions to do likewise.

ADOPTED by the Wasilla City Council on April 24, 2000.



SARAH PALIN, Mayor

ATTEST:



KRISTIE L. VANGORDER, CMC
City Clerk

[SEAL]

WASILLA CITY COUNCIL INFORMATION MEMORANDUM

IM No. 00-64

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.

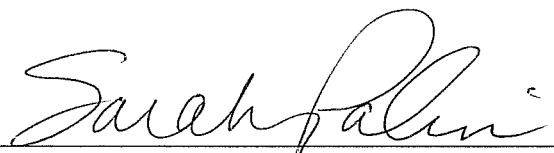
Additional benefits enjoyed by communities that motivate and foster a changed attitude in their cities include increased productivity and better working relationships. These cities recognize that community leaders can set the tone and remind us that we have a choice: we can count our blessings, or our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