

CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Lodi and Woodbridge Firefighters "Fill the Boot" Campaign

MEETING DATE: August 15, 2001

PREPARED BY: Michael E. Pretz, Fire Chief

RECOMMENDED ACTION: Presentation

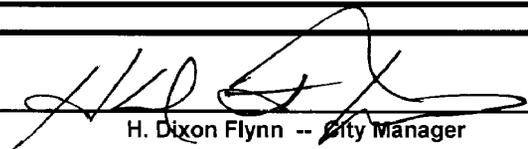
BACKGROUND INFORMATION: Lodi Firefighter Rod Cordero will be at the meeting to announce the money raised by the Lodi and Woodbridge Firefighters at the "Fill the Boot" Campaign, which took place July 28, 2001.

FUNDING: None required.



Michael E. Pretz
Fire Chief

APPROVED: _____


H. Dixon Flynn -- City Manager

Residents to discuss rural planning issues

televised live.

The meeting was scheduled in light of county developments approved during the past year in unincorporated areas within the Galt Sphere of Influence, which extends from Christensen to Cherokee roads and from Twin Cities Road south to the Sacramento-San Joaquin county line.

The county has approved two developments totaling 34 homes this year in the rural Galt area. Maps for 39 more homes and a rezone request that would allow another 25 homes have been submitted to the county. Since 1986, 145 residential lots have been approved in county area near Galt.

An additional 619 homes could be constructed in areas outside the Galt city limits. Only 145 of them could be built without

a rezone or development map.

The City Council, which has held a strong slow-growth philosophy since the 1998 election, will also consider asking the county to develop an urban service boundary for areas west of Galt within the city's sphere of influence and analyze drainage and traffic needs jointly with Galt planning and public works staff.

Rural areas outside the Galt city limits north to the Cosumnes River do not have a domestic water or sewer system. Rural property relies on wells and septic tanks.

City officials are concerned that one- to two-acre subdivisions in the county areas near Galt could cause groundwater contamination within the city limits, according to a report by Curt Campion, who doubles as as-

sistant city manager and planning director.

In a staff report, county Senior Planner Rob Burness also recommended that the supervisors work with Galt to prepare traffic circulation and drainage studies for rural areas.

Burness acknowledged potential conflicts between farmers and other residents in rural areas. Issues that may arise include dust, flies and animal odors, pesticides, early-morning truck and tractor noise and slow-moving tractors.

"We need to seek a consensus of what is rural vs. urban in the long term and develop a clear understanding of future service needs in the Galt rural area," Burness said.

In addition to the council members and supervisors, the Galt Planning Commission,

the county's two planning commissions and the Southeast Area Community Planning Advisory Council have been invited to tonight's meeting.

Due to the large amount of development in unincorporated areas, Sacramento County has two planning commissions. The policy planning commission reviews rezones and community plans, while the project planning commission reviews development proposals on land that require no zoning changes.

The Southeast Area council is a group of residents in the rural areas near Galt as well as Herald and parts of Wilton who review development proposals in unincorporated areas and makes recommendations to the two county planning commissions.

Local fire departments bring in \$10,000

Lodi, Woodbridge, Mokelumne raise record amount for muscular dystrophy

By Jennifer Pearson Bonnett
News-Sentinel staff writer

Firefighters from Lodi, Woodbridge and the Mokelumne Rural Fire District donned their turnout suits and boots to volunteer their Saturday to raise money for the Muscular Dystrophy Association.

Over the weekend, the local fire agencies brought in a combined \$10,000 to fight the disease. It was a record high.

The MDA is a voluntary health agency working to find cures for about 40 neuromuscular diseases through worldwide research and pa-

tient services. The group receives no government funding and charges no fees to those it serves.

The money raised in the annual "Fill the Boot" campaign goes directly to Muscular Dystrophy Association's "Jerry's Kids" — named in honor of comedian Jerry Lewis, the MDA's most visible spokesman and fundraiser.

Lodi and Woodbridge firefighters, stationed on Kettleman Lane near the Target and Wal-Mart shopping centers at Tienda Drive, received \$6,423 from motorists after asking those stopped at signals to drop a contribution of money in an empty

firefighter's boot.

It was the third year the department participated in the campaign.

Nearby, Mokelumne firefighters, in front of Payless at Highway 88 and Jack Tone Road in Lockeford, brought in about \$3,500 during Saturday's seven-hour event, according to the MDA.

About 30 firefighters and volunteers participated.

This year, more than 250 firefighters, family and friends from agencies across San Joaquin County helped with the collection efforts.

The nine agencies countywide that participated in the event raised

\$65,735, according to the MDA. They included representatives from Manteca/Lathrop, Lodi, Oakdale, Linden-Peters, Modesto, Tracy, Mokelumne, Clements and Waterloo/Morada fire departments and districts.

Last year, San Joaquin firefighters raised the most money in Northern California with \$60,000 in donations. The money went toward an \$11 million check from firefighters statewide presented to the agency during the 2000 Labor Day Telethon.

The association estimates it serves more than 1,000 children and adults in the Lodi area.

We don't need all of the money all at once.

Gersh Rosen,
Board President

fire districts and reduce turnover.

• Expand the paid staff from nine firefighters to 12. Such a move would add one firefighter to each of the three 24-hour shifts and allow both the Lockeford and Victor stations to have two paid firefighters.

Victor residents have complained about being understaffed at their station. When only three paid firefighters are available, the Lockeford station, serving a more populated area, has two firefighters, while Victor has only one.

Farm Bureau believes in future of trade with Cuba

MODESTO (SMWS) — Cuba's economy is in shambles, but the American Farm Bureau Federation believes in the state's total ag revenues. The state's biggest export items are almonds. The communist takeover of the island. Sens. Byron Dorgan, D-N.D. and Pat Roberts



2001 San Joaquin Valley Fill the Boot proceeds to benefit MDA

- Fill the Boot will be taking place Saturday, July 28th from 9AM to 4PM
- Firefighters stand at intersections and ask stopped motorists to make a contribution to the MDA
- Combined, firefighters serving San Joaquin Valley raise more money for MDA than the firefighters of any other county in Northern California
- Last year, firefighters of San Joaquin Valley raised over \$60,000
- This year, the expected goal for San Joaquin Valley is \$90,000
- Firefighters are among MDA's most valued supporters. In 1953 they committed to help raise money for MDA until muscle diseases were eliminated
- "Fill the Boot" helps to kick off a month of MDA events and activities leading up to Telethon broadcast on UPN 31 KMAX, Sept. 3

Firefighters Participating and Intersections they will work:

- Stockton
 - March & Pacific
 - West & Hammer
 - March & Quail Lane
- Waterloo/Morada
- Hammer Lane & 99 Frontage by Home Depot
- Mokelumne/Clements
- HW 88 & Lackford by Payless Shoes
- Oakdale
- HW 108 & 120
- Linden/Peters
- Dunkon & HW 26
- Modesto
- HW 99 & Pelandale
- Tracy
- 11th Street & Tracy Blvd.
- Lodi
- HW 12 & Tienda
- Ripon
- Main Street & Wilma
- Manteca/Lathrop
- Louise & Harlan

Muscular Dystrophy Association

JERRY LEWIS, National Chairman

Dedicated to the eradication of the muscular dystrophies, amyotrophic lateral sclerosis (Lou Gehrig's disease), myasthenia gravis, the spinal muscular atrophies, Friedrich's ataxia and a host of other neuromuscular diseases.
www.mdadna.org



5700 Stoneridge Mall Road #240 Pleasanton, CA 94588
Telephone: (925) 460-6250; Fax: (925) 460-6270

July 12, 2001

Stockton Area Radio Stations

Dear Program Director;

Public awareness is essential in advancing the lifesaving mission of the MDA. Yet, being a non-profit organization, the MDA has extremely limited funds for advertising. We rely almost entirely on the generosity of stations, companies, and advertisers to run Public Service Announcements and endorse our events.

Currently, we are campaigning for our Fill the Boot Program in the San Joaquin Area. This program, raising over \$60,000 last year, generates more funds for Northern California than any of our other Fill the Boot Programs. We hope that with your help, we can boost public awareness further and make this year better than ever for our area.

We would like your station to announce our event on the radio's morning show on July 28th. With your help in announcing intersections, we believe the Fill the Boot in the Stockton Area will be a huge success!

I thank you for your time and hope to have your support.

Sincerely,

Matthew P. Mortellaro
Regional Public Affairs Coordinator
(925)-469-1390

Muscular Dystrophy Association
JERRY LEWIS, National Chairman

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www.mdusa.org



Radio Public Service Announcements
Muscular Dystrophy Association "Fill the Boot"

Please announce prior to and during the event based on time available. Feel free to change at will.

30 second

SAN JOAQUIN FIREFIGHTERS ARE FIRED UP TO HELP MDA. ON SATURDAY, JULY 28TH LOOK FOR YOUR HOMETOWN FIREFIGHTERS AT MAJOR INTERSECTIONS FROM 9AM TO 4PM AND HELP THEM FILL THEIR BOOTS FOR THE COMMUNITY. HERE IS YOUR CHANCE TO THANK AND GIVE BACK TO OUR FIREFIGHTERS; LET'S KEEP OUR FIREFIGHTERS NUMBER ONE IN NORTHERN CALIFORNIA FOR THEIR EFFORTS TO PUT THE FLAMES OUT ON NEUROMUSCULAR DISEASES.

15 second

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Muscular Dystrophy Association

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www.mdaua.org



"Fill the Boot"
Radio Dialogue PSA :60
6-19-01
Matthew Monellaro

MUSIC: UNDER: PRODUCER PICK

Margot: Oh my goodness Tone, Look at all those fireman in the street! What happened?

Tone: Relax Margot, those are just our fireman lending a hand to help MDA.

Margot: You mean our firefighters are helping to fight muscle diseases?

Tone: That's right Margot our firefighters do a lot for the community, in fact, San Joaquin firefighters raise more money for MDA than any other department in Northern California. By filling their boots we can help them serve the lifelong mission of MDA and send kids to MDA Summer Camp.

Margot: How wonderful! We have to drive by their intersection and help out.

MUSIC: OUT

ANNCR: ON SATURDAY, JULY 28TH FROM 9AM TO 4PM, MAKE SURE YOU HELP SAN JOAQUIN FIREFIGHTERS "FILL THE BOOT" FOR OUR COMMUNITY.

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JERRY LEWIS, National Chairman

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