



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Presentation by Rick Souza, President, Board of Trustees, Lodi Unified School District, Regarding Formation of a Youth Task Force

MEETING DATE: April 7, 1993

PREPARED BY: City Manager

RECOMMENDED ACTION: None required. Information only.

BACKGROUND INFORMATION: Mr. Souza and Mayor Pennino have jointly initiated discussion with others regarding the formation of a Youth Task Force. Mr. Souza will appear at this City Council meeting to present a report on the concept. Mayor Pennino will be making a similar presentation to the district's Board of Trustees at its regular meeting of Tuesday, April 6, 1993.

FUNDING: None required at this time.

Respectfully submitted,

Thomas A. Peterson
City Manager

TAP:br

CCCOM759/TXTA.07A

APPROVED _____

THOMAS A. PETERSON
City Manager



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CITY COUNCIL

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Mayor Pro Tempore
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CITY OF LODI

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BOB MCNATT
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March 25, 1993

*Lodi City Council Members
221 W. Pine Street
Lodi CA 95240*

Dear Council Members,

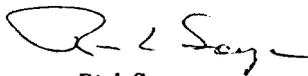
After a joint breakfast meeting several months ago, we discovered a mutual interest in our desire to provide a coordinated effort to reach the youth of our community with a wider variety of activities and educational opportunities.

There are many groups and entities that have a common interest in our youth. It is our hope that a community-wide youth task force can be the catalyst to bring these efforts together and pool human resources, facilities and finances.

We ask that you review our proposal and endorse the effort so that we may proceed with establishing the youth task force.

Many fine things have been accomplished for our adolescents of our community over the years. It is our intent to enhance and strengthen our community with a show of support for youth.

Sincerely,



*Rick Souza
President
LUSD Board of Trustees*



*Phil Pennino
Mayor
City of Lodi*

RS:PP/tm

GREATER LODI AREA YOUTH COMMISSION

A joint project of the Lodi Unified School District and the City of Lodi.

CONCERN:

Recognize the unmet social and educational needs of area teens and young adults in the greater Lodi area.

The basis for this concern includes:

- An extremely large, geographical school district including 12,000 teenagers.
- A high school drop-out rate of 20+%
- Increasing area juvenile crime, identification of numbers gangs and a recognizable drug and alcohol problem among teens and young adults.

CHARGE:

By combining forces, establish a community based committee to develop a creditable and sustainable outreach plan to affect positive growth and change in the teen and young adult population of the greater Lodi area. Further, the committee is charged to provide a variety of solutions which crosses the boundaries of school and civic governments.

RESOURCES:

A. Facilities

- High School Campuses
- Lodi Lake
- The Armory
- The Grape Pavilion and Stadium
- Hutchins Street Square
- Community Parks and Open Spaces
- Church Gymnasiums and Athletic Fields

B. Technicians

- City of Lodi Recreation Department
- City of Lodi Police and Lodi Community Gang Task Force
- High School Parent Clubs
- High School Administrative Faculty and Teaching Staff
- Area Community and Civic Organizations
- Area Church Youth Groups and their Sponsors
- San Joaquin County Sheriff Department
- Lodi Boys and Girls Club
- California Highway Patrol
- United States Armed Forces/Reserves

MARKETING PLAN:

- Establish a multi-pronged approach to reach a wide diverse number of area teens and young adults with a variety of powerful activities and resources which will generate interest and participation. Recognize the greater Lodi area as a force to communicate with these young people and responsibly take a leadership role in developing their futures.
- Acknowledge the current activities provided locally for teens and young adults and evaluate methods to enhance and expand existing programs that will continue to work with our youth. Be lavish in extolling the virtues of these efforts.
- Mount a loud communication plan to insure the message of "we care" is read and heard by a variety of peoples, young and old, throughout the targeted area. Seek the commitment from the local newspapers, radio and television media to be part of the effort in highlighting our youth. Develop teen/young adult "pages" in the newspapers, operate a radio station on the high school campuses and coordinate a television program through the cable channel that features youth.
- Enlist the help of civic organizations, area church youth groups and a strong commitment from the City and School elected officials to be risk-takers in their pledge to work with teens and young adults.

PROGRAM POSSIBILITIES:

- Extend the current academic program: include skill building throughout the year during non-school, one day clinics and Saturday school. Expand past the standard provincial school of thought and offer our youth packages that are above the norm. Work cooperatively with neighboring colleges to bring classes to the Lodi area which provide marketable value.
- Tutorial Programs: Match students and adults as partners for study times utilizing local resources.
- Create a Commonwealth Club for Youth: Mirror the success of the popular San Francisco lecture-lunch program and develop it as an area tool to stimulate thinking and action among our youth.
- Expand the traditional City Recreation Department: Recognize the successes of late night basketball and sports teams while pushing past the traditional envelop and offering youth concerts in the Grape Bow, summer dances under lights at the Lake or a Battle of the Bands at Salas Park.

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- Establish an Awards Program: "Nothing Succeeds Like Success" - insure the people who make the difference are recognized. Motivate gang members by singling out a defector that made marked improvement through education, recognize a personal effort by a local businessman in hiring teens.

FINANCING:

Requires little seed money raised from the private sector. Programs are designed to either break even or generate a small amount of revenue. Staff and facilities are among resources currently available from the community. Program can receive gifts from constituents or businesses who are interested in supporting the effort.

COMMITTEE:

Eleven (11) members, jointly appointed by the President of the Lodi Unified School District Board and the Mayor of the City of Lodi; both leaders will serve on this committee as ad hoc members.

MEASURING RESULTS:

Results will be measured in terms of participation by our youth and feedback from the community at large. Short and long term results need to be explored by the committee.

3/25/93