

CITY COUNCIL MEETING  
NOVEMBER 5, 1986

3

REQUEST TO DEVELOP  
PROFILE ON LODI

CC-6  
CC-39

Following receipt of a proposal by Torme and Company on behalf of Pacific Bell Director to develop a profile on Lodi, Council, on motion of Council Member Hinchman, Reid second referred the matter to Staff for review and report back to the Council at a future date.

TORME & COMPANY  
414 JACKSON STREET  
SAN FRANCISCO, CALIFORNIA 94111  
(415) 956-1791

RECEIVED

1986 OCT 21 AM 2:25

October 17, 1986

ALICE M. REIMCHE  
CITY CLERK  
CITY OF LODI

Alice Reimche  
City Clerk  
City Hall  
221 West Pine Street  
Lodi, CA 95250

Dear Alice:

If we froze a moment in time in your community and asked an anthropologist to describe that moment in a document preserved for the ages, you would have ... PROJECT TIME CAPSULE.

By way of honoring your city, Pacific Bell Directory has commissioned a research anthropologist from the University of San Francisco, Edgar L. Torres, to develop a profile of Lodi. He will, by means of statistical analysis of the raw data found in your Yellow Pages (types and number of businesses), formulate the community's patterns, concerns, and goals from a sociological perspective.

This profile, reflecting community life in Lodi in 1986, will be printed on specially-treated paper, encased in a time capsule, and presented to city leaders to be thereafter buried or displayed at a location of your choice. The presentation event will involve yourself and other city leaders, a regional executive from Pacific Bell Directory, members of the community, and representatives of the media. In addition to the time capsule itself, the city will be presented with a commemorative plaque.

Costs of staging this event will be borne by Pacific Bell Directory. Considerations on your part are to decide on a time and location (whether in or out of doors), to provide space for the media, and to obtain any necessary permits. Arrangements must also be made for the participation of the appropriate city leaders.

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An event of this kind affords Pacific Bell Directory the opportunity to exercise its corporate citizenship and also provides favorable publicity with high entertainment value for Lodi. In order that we may organize the event in the next few weeks, we need to have an expression of your interest in participating by signing the bottom of this letter and returning it to me by October 23rd.

I look forward to hearing from you soon. Please call me if you would like to discuss any aspect of the event.

Sincerely,

  
Joan M. Connors  
Program Manager

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date