

Santa Rosa City Employees Association

These updates are an effort on the part of the President, Tony Alvernaz, to provide timely information to our membership.

May 27, 2009

Public Relations and Fireworks

The slow progress we were making with the Council regarding our contract got me thinking that if this whole thing falls apart, which it did; we might need some positive PR. We would more than likely be portrayed as greedy government employees. Because of the potential for negative press regarding our inability to reach an agreement with City Management and the City Council, the board had a discussion regarding some positive PR for SRCEA.

I contacted the Santa Rosa Police Officers Association and inquired about SRCEA participating in the 4th of July Fireworks Party at the Fairgrounds. If you have not heard, the group that has put on the fireworks display for the last several years (Red, White and Boom) has decided not to continue it this year due to fiscal constraints, among other things. The Santa Rosa Police Officers Association (SRPOA), the Santa Rosa Fire Fighters (SRFF) and the 20/30 Club got together and agreed to produce it this year.

The City, through community promotions, has given them about \$13,000 of in-kind services towards the event. The City has done this since its inception several years ago when fireworks were banned in Santa Rosa. The rest of the funding will come from businesses and other interested parties like SRCEA.

The cost to be a premier sponsor is \$5000.00 less the cost of the wristbands that we would need to purchase. These wristbands would be used instead of tickets. The approximate cost is \$.06/each. The wristbands would have "Santa Rosa City Employees Association" printed on them. We would also purchase several large banners with our name/logo on them **SRCEA** *Santa Rosa City Employees Association* and hang them at the entrances to the event. During the event we will receive lots of mentions from the stage and in print material indicating our sponsorship of the event. The Board approved the expenditure on a 6/4 vote.

Volunteers Needed for Fireworks

We are asking our membership to volunteer to work 1 or 2 hour shifts manning the ticket booths and the turn stiles. There are other jobs available the day of the event. In addition I'm told that they can use folks to help setup, monitor during the event and help clean up after it's over. The Gates open at 4:00 pm and close around 9:00 – 9:30 PM. **If you volunteer, you would receive free admission for yourself and 1 guest in exchange for working.** If enough members volunteer I think we can keep it to 1 – 2 hour shifts per person. Please contact me right away to let me know if you want to volunteer.

More PR on the 4th

If fireworks are not your thing then maybe the Bicycle 4th of July Celebration at Julliard Park might be. In keeping with the positive PR concept, we have contributed \$700.00 towards the event. A large **SRCEA** *Santa Rosa City Employees Association* banner will be placed across the front of the stage and we will get many mentions during the program.

We think this would go a long way in being able to say we helped save the Fireworks and the Bicycle 4th of July Celebration and we are not greedy government employees.

Let us know how we are doing.

Thanks,
Tony