



Memorandum

Date: March 12, 2025

To: Mayor Christi Fraga
Vice Mayor Maureen Porras
Councilwoman Digna Cabral
Councilman Rafael Pineyro
Councilwoman Nicole Reinoso

From: Zeida C. Sardiñas
City Manager

Subject: **Response to Revised Resolution Establishing Limitations on the Rotating Vice Mayor Position**

Introduction

This memorandum provides a staff analysis of the Revised Resolution Establishing Limitations on the Rotating Vice Mayor Position.

Background

On December 18, 2024, the Mayor and City Council adopted Resolution 24-273, establishing guidelines for the Vice Mayor position. The City Charter specifies that the Vice Mayor role rotates annually among Councilmembers. The revised resolution seeks to clarify how the title is used in City materials to ensure consistency and cost-efficiency in official communications

Fiscal Impact

The fiscal impact of this resolution may vary annually based on factors such as office branding preferences, stationary needs, active construction projects requiring new signage, and marketing initiatives. Below is a table summarizing some examples of potential costs:

Item Description	Quantity	Per Unit Cost	Total Cost
1,000 Letterheads Foil/Embossed 24# Classic Crest (Gold Foil & Flat Black Lettering)	1000	\$0.62	\$619.00
1,000 Note Cards, Printed Full Color One Side on 100# Classic Crest Cover 5x7	1000	\$0.28	\$275.00
1,000 A-7 Announcement Envelopes, Waverly Hall 70#, Printed 4/0 on Back Flap	1000	\$0.43	\$429.00
1,000 Regular Envelopes, Printed Full Color on #10 Regular	1000	\$0.23	\$225.00
2,000 Foil/Embossed Business Cards 100# Classic Crest Cover (Gold Foil Emboss with Flat Black Lettering)	2000	\$0.36	\$725.00
A-Frame 4'x8' - Frame Sticker (Sticker Size 29"x48")	Varies	\$74.57	\$74.57
A-Frame 4'x4' - Frame Sticker (Sticker Size 29"x48")	Varies	\$35.00	\$35.00
Bus Shelters Banners - 16 Regular Shelters with Advertisements (Sticker 12"x67")	16	\$28.42	\$454.72

Recommendation:

City staff presents this analysis for the Mayor and City Council's consideration. Ensuring uniformity in City communications and publications may help maintain clarity and fiscal responsibility. The decision on how to implement these guidelines is at the discretion of the Mayor and City Council.