It is the policy of the City Council, in concert with the California Political Reform Act, that no newsletter or other mass mailing shall be sent at the public's expense. Mass mailings are defined as: mailings of 200 substantially similar pieces of mail but does not include a form letter or other mail which is sent in response to an unsolicited request, letter or other inquiry. The City Council may not send out more than 200 substantially similar pieces of mail, without explicit prior approval of the full Council.