

Source: Public Communications *Sm*

Agenda Item No: REP 33-14

To: **City Council**
From: **City Manager and Staff** *mm*

Council Meeting Date: Apr 7, 2014

Re: Columbia Vision Commission: "Media Mentions" Report: Information Only

EXECUTIVE SUMMARY:

This transmits the Commission's report of Vision topics most frequently mentioned during February 2014. No action is needed.

DISCUSSION:

FISCAL IMPACT:

None

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

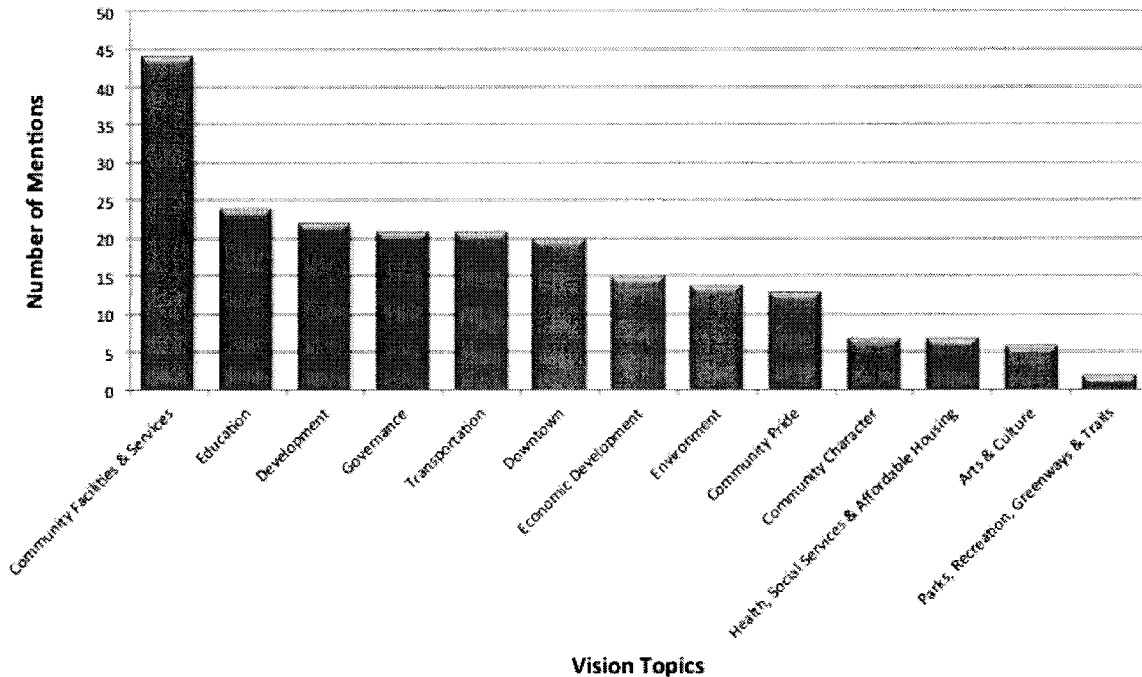
SUGGESTED COUNCIL ACTIONS:

No action needed

| FISCAL and VISION NOTES: | | | | | |
|--|--------|---|--|---|--|
| City Fiscal Impact Enter all that apply | | Program Impact | | Mandates | |
| City's current net FY cost | \$0.00 | New Program/ Agency? | | Federal or State mandated? | |
| Amount of funds already appropriated | \$0.00 | Duplicates/Expands an existing program? | | Vision Implementation impact | |
| Amount of budget amendment needed | \$0.00 | Fiscal Impact on any local political subdivision? | | Enter all that apply: Refer to Web site | |
| Estimated 2 year net costs: | | Resources Required | | Vision Impact? | |
| One Time | \$0.00 | Requires add'l FTE Personnel? | | Primary Vision, Strategy and/or Goal Item # | |
| Operating/ Ongoing | \$0.00 | Requires add'l facilities? | | Secondary Vision, Strategy and/or Goal Item # | |
| | | Requires add'l capital equipment? | | Fiscal year implementation Task # | |

City of Columbia Vision Commission Media Mention Report – February 2014

Media Mentions by Vision Topic - February



The Columbia Vision Commission tracks media coverage of Vision Topics every month to determine visibility and interest in the wider community through the major media sources (Columbia Tribune, KOMU, Columbia Missourian, etc.). The Commission categorizes each article or mention into the Vision topics that it best fits into, which could be one or multiple topics.

The vision topics that received the most mentions in the media, as observed by the Commission, were **Community Facilities and Services** totaling 39 mentions, followed by **Education** with 24 mentions, and **Development** and **Governance** tied with 20 mentions each. The major events that occurred in Community Facilities and Services were the United Way's funding shortfall and its impact to social services and several items on City Utilities. Education topics that occurred were the proposed school bond, the search for the new Columbia Public Schools superintendent, and the collective bargaining session between teachers and the district. Governance articles were reviews on city effectiveness and zoning discussions. Development articles focused on the new Business Loop Taxing District and continued development downtown. The Downtown TIF district discussions crossed several vision topics such as Community Facilities and Services, Development, Economic Development, and Governance.

Major stories in other topics were the development of the Norma Sutherland Smith Park, Columbia's Unemployment Rate at 3.7%, and the discussions to install a smart grid for City Utilities and the discussion to use more wind energy.