

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: REP 61-14

Department Source: Public Communications

To: City Council

From: City Manager & Staff

Council Meeting Date: June 16, 2014

Re: Vision Commission Media Mention Report

Documents Included With This Agenda Item

Council memo

Supporting documentation includes: Commission Report

Executive Summary

The Commission continually tracks news media articles relating to the 13 topics identified in the Community Vision, "Imagine Columbia's Future." This transmits the report for April 2014.

Discussion

NA

Fiscal Impact

Short-Term Impact: No impact

Long-Term Impact: No impact

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Governance and Decision Making

Strategic Plan Impact: Not Applicable

Comprehensive Plan Impact: Not Applicable

Suggested Council Action

Accept the Commission's report.

Legislative History

May 19, 2014 - submitted Environment Status Report; Community Facilities Status Report; and March media mentions

Apr. 7, 2014 submitted February 2014 Media Mentions

Dec. 16, 2013 submitted September October 2013 Media Mentions and Economic Development Implementation Status Report

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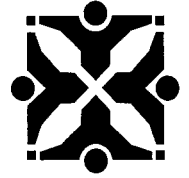


Carol A. Modes

Department Approved

Mark M. Mott

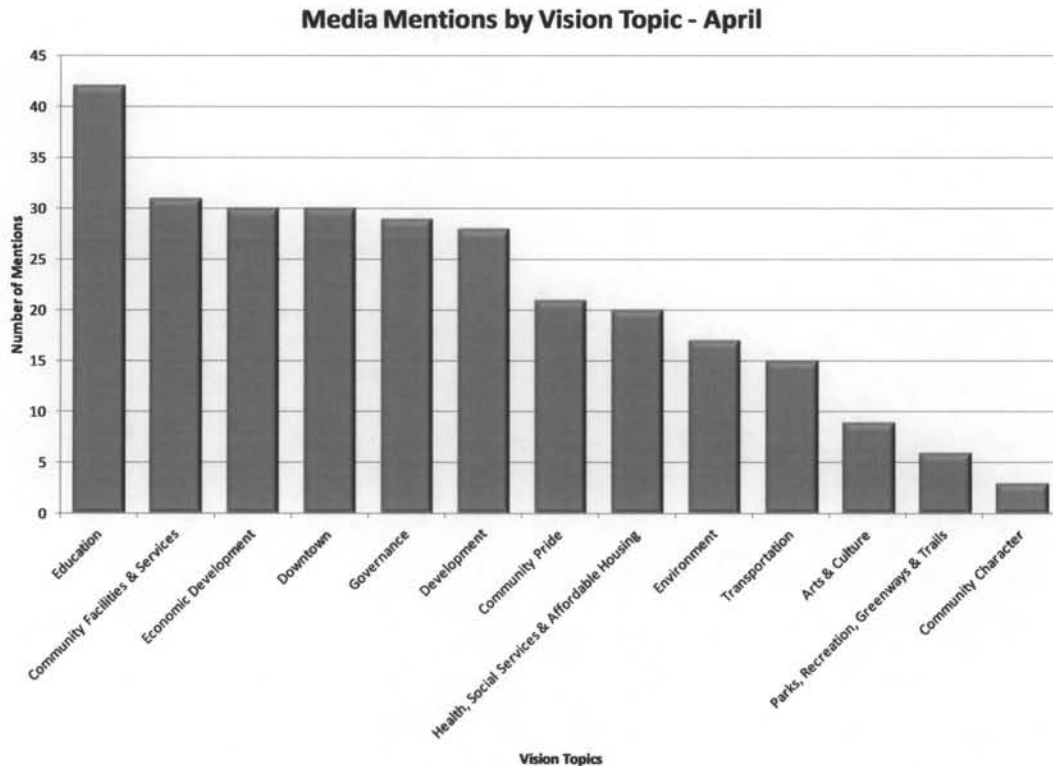
City Manager Approved



SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Commission Report

City of Columbia Vision Commission Media Mention Report – April 2014



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 for April, as observed by the Commission, were **Education** with 42 mentions, **Community Facilities & Services** with 31 mentions, and **Economic Development** and **Downtown** tied with 30 mentions. The major media events that occurred in relation to education were the Columbia Public School's (CPS) Board of Education election, the passage of the Bond issue for school construction, and improving the salary schedule for CPS faculty and staff. Community Facilities & Services media mentions included the purchase of land for a homeless day center, Columbia Water and Light attempts to build a solar array, and the completion of plans for the new 911 Center. Economic Development mentions were the petition to repeal the Opus Development and the Columbia City Council rescinding the Opus agreement and the work on creating a new agreement. Downtown media mentions included vandalism of businesses and new food truck rules adopted by City Council.

Major media mentions that were discussed in other topics were the discussion of changes to the C-2 zoning code, the construction of the natural gas station, Columbia City Council elections, and continuing efforts to fund downtown infrastructure improvements.