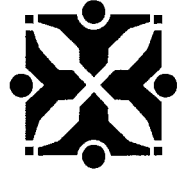


# City of Columbia

701 East Broadway, Columbia, Missouri 65201



**Agenda Item Number:** REP 85-15

**Department Source:** Public Communications *3/11*

**To:** City Council

**From:** City Manager & Staff

**Council Meeting Date:** 8/17/2015

**Re:** Vision Commission Media Mentions Reports

## Documents Included With This Agenda Item

Council memo

**Supporting documentation includes:** Commission Reports

## Executive Summary

This transmits a local news media analysis of all Vision-related topics for May and June 2015.  
Information only

## Discussion

Provided for Council's information.

## Fiscal Impact

Short-Term Impact: NA

Long-Term Impact: NA

## Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Arts and Culture, Community Character, Community Facilities and Services, Community Pride and Human Relations, Development, Downtown, Economic Development, Education, Environment, Governance and Decision Making, Health, Social Services and Affordable Housing, Parks, Recreation and Greenways, Transportation

Strategic Plan Impact: Not Applicable

Comprehensive Plan Impact: Not Applicable

## Suggested Council Action

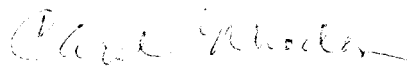
Accept the Commission's reports.

## Legislative History

Commission has submitted Media Mentions reports since September 2013.

# City of Columbia

701 East Broadway, Columbia, Missouri 65201



Department Approved



City Manager Approved

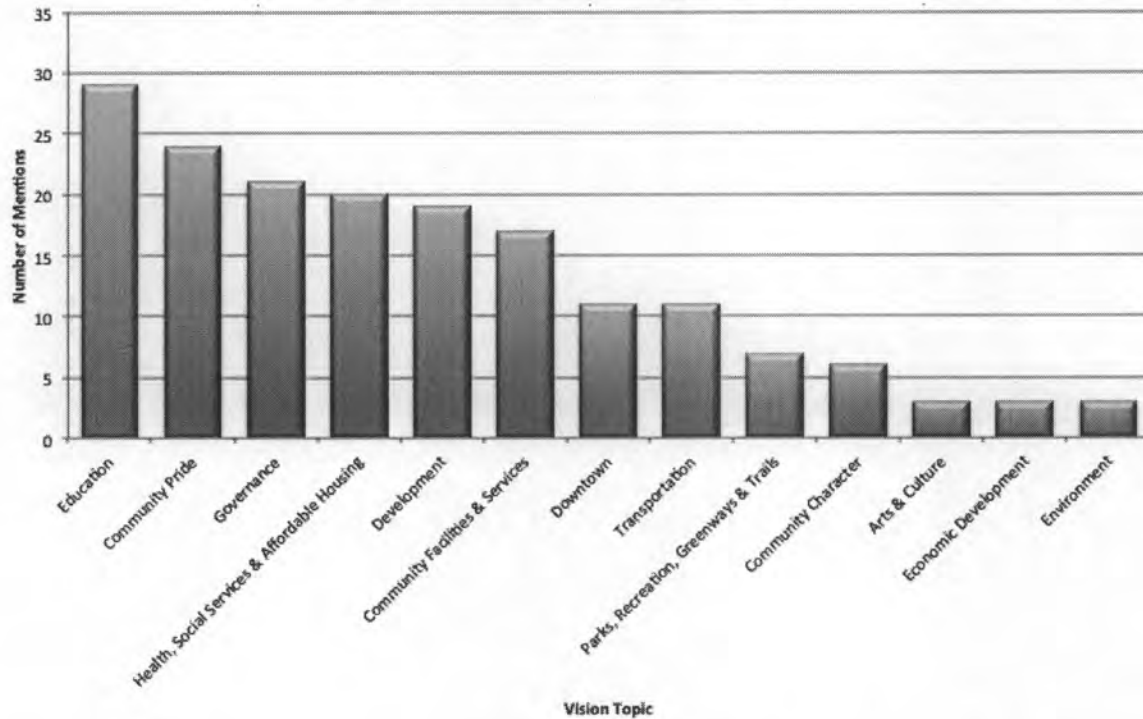


## SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Commission Reports

## City of Columbia Vision Commission Media Mention Report – May 2015

**Media Mentions by Vision Topic - May 2015**



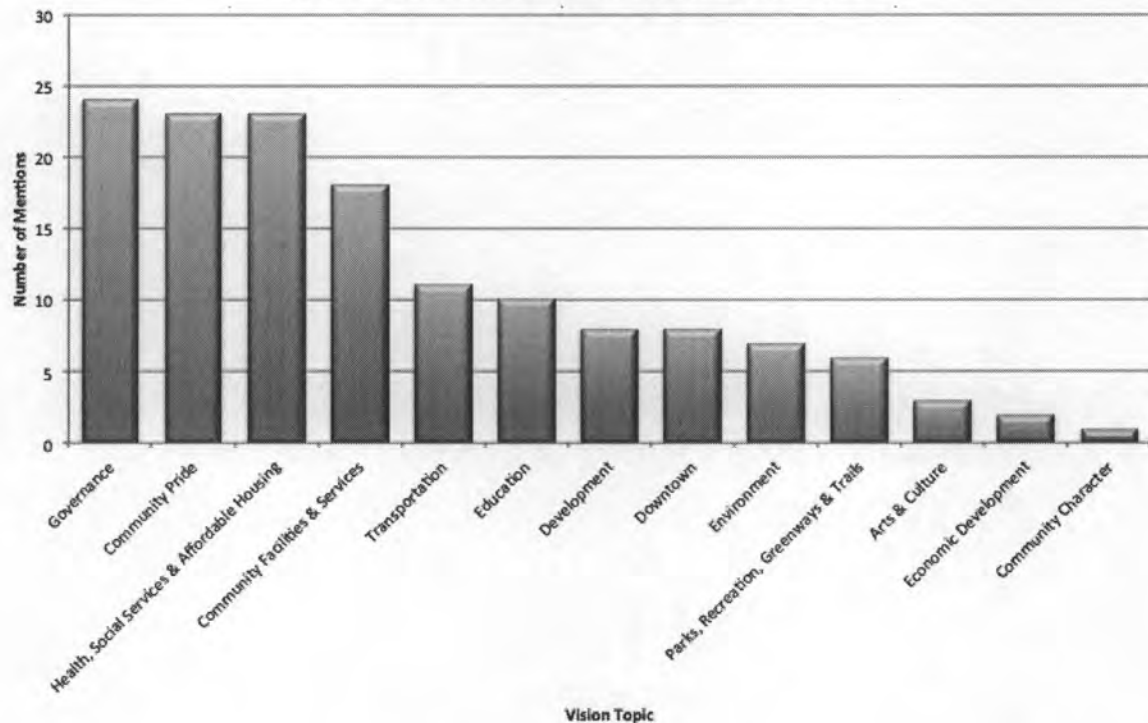
*The Columbia Vision Commission tracks media coverage of Vision Topics every month to determine visibility and interest in the wider community through the major media sources (Columbia Tribune, KOMU, Columbia Missourian, etc.). The Commission categorizes each article or mention into the Vision topics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

The vision topics with the most media mentions for May, as observed by the Commission, were **Education** with 29 mentions, **Community Pride** with 24 mentions, and **Governance** with 21 mentions. The major media events that occurred in relation to Education were the dedication of Battle Elementary School, the continued teacher contract negotiations with the Columbia Public Schools, and the approval of the construction of a new elementary school. Community Pride related articles were high school graduations and the recognition of the Sharp End district. Governance related articles were the announcement of forming a pedestrian safety task force, the historical preservation commission considering asking for more authority, and the City Council authorizing another vote for the capital improvement sales tax.

Major stories that occurred in other vision topics were City Council not approving a new student housing complex on the east side of the city, the Boone County Commission considering moving the Desert Storm memorial, and the structure of REDI in relations to the city.

## City of Columbia Vision Commission Media Mention Report – June 2015

**Media Mentions by Vision Topic - June 2015**



*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 with the most media mentions for June, as observed by the Commission, were **Governance** with 24 mentions, **Community Pride** with 23 mentions, and **Health, Social Services, and Affordable Housing** with 23 mentions. The major media events that occurred in the Governance topic was the City setting a public meeting for discussion of the proposed CVS pharmacy and the parks tax renewal discussions by City Council. Community Pride related articles was the issuance of same-sex marriage licenses by Boone County and a public hearing about the Desert Storm memorial. Health and Social Service related articles were the discussions surrounding the application process for the proposed South Columbia hospital, the Central Missouri Food Bank expanding the summer lunch program and Community Development Commission divided on funding for a new homeless center.

Major stories that occurred in other vision topics were the widening unemployment gap between white and black Columbia residents and decreasing city revenue reported in the Annual Report by the City Manager's office, the launch of a Downtown pilot parking program, and the CPS Nutrition Department ended the year with a \$1 million budget surplus.