

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: REP 99-15

Department Source: Public Communications

To: City Council

From: City Manager & Staff

Council Meeting Date: 10/5/2015

Re: Vision Commission Media Mentions Report

Documents Included With This Agenda Item

Council memo

Supporting documentation includes: Commission Report

Executive Summary

This transmits a local news media analysis of all Vision-related topics for August 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

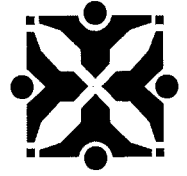
Accept the Commission's report.

Legislative History

Commission has submitted Media Mentions reports since September 2013.

Department Approved

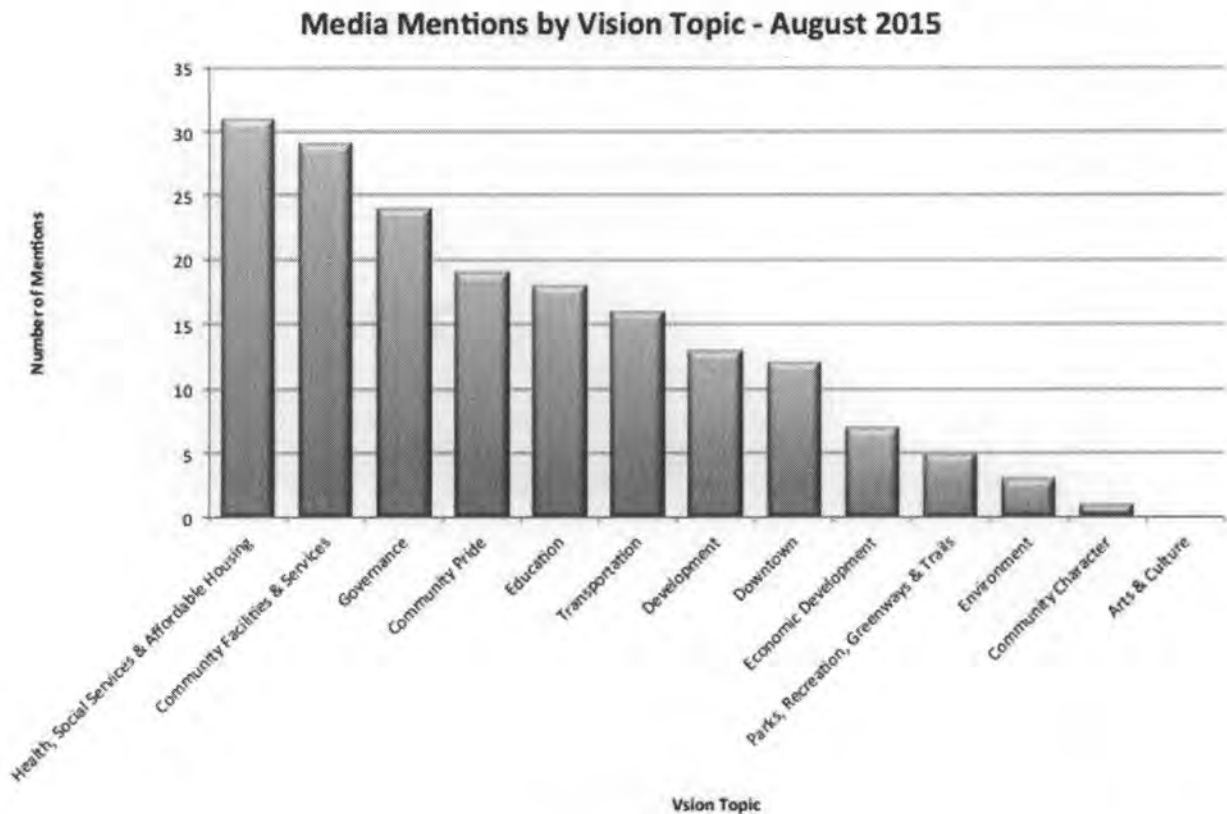
City Manager Approved



SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Commission Report

City of Columbia Vision Commission Media Mention Report – August 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 July, as observed by the Commission, were **Health, Social Services, & Affordable Housing** with 31 mentions, **Community Facilities & Services** with 29 mentions, and **Governance** with 24 mentions. Major media events in the Health, Social Services, & Affordable Housing topic were the investigation of Planned Parenthood's abortion services by the Missouri Legislature, University of Missouri graduate students health insurance issues, and the Columbia Housing Authority starting the Oak Tower renovation. Community Facilities & Services related articles were the threat of additional police funding being withheld due to statements made by the Executive Director of the Columbia Police Union and city and county officials investigating uses for the Columbia Events Center. Governance related articles were the Business Loop CID lone voter about the sales tax, Mayor Bob McDavid appointment of members to the infrastructure task force, and the approval of the sales tax extension.

Major stories that occurred in other vision topics were the City to not burn coal at the power plant by mid-October, the beginning of the I-70 bridge replacement project, and the beginning of the school year for Columbia Public Schools.