

**Public Communications Resource Advisory Committee
Minutes – August 19, 2008**

**Third Floor Conference Room, Daniel Boone Building
701 E. Broadway - Columbia, Missouri 65201**

Committee Members Present: Karen Baxter, Carol Hurt, Ewell Lawson, Cindy Mustard, Nathan Waddell, Julie Youmans

Absent: Mike Dunn

Staff Present: Paula Hertwig Hopkins, Billye Clemons.

Paula Hertwig Hopkins recommended meeting more than once a month since there is a deadline of the second council meeting in December, which is December 15th, to consider.

Review and approval of July 22, 2008 minutes.

Ewell Lawson made a motion to amend July 22, 2008 minutes under the Election of Officers section, Mustard made the motion and Karen Baxter seconds to elect Lawson as chair – passed unanimously.

Discussion on Process

Ewell Lawson asked Paula Hertwig Hopkins for an overview as the staff person for this committee what her vision was for the committee.

Paula Hertwig Hopkins stated that this is a new committee and encouraged them to visit the two examples; one from Cultural Arts and one from Columbia Boone County Health Commission. She also suggested they use the Ordinance as their guide, pointing out section 10-33.

Findings

Julie Youmans did a search online for “grants for PEGs” and found Riverside, Ca. had one and an entity in North Carolina, e-NC, which is an entity established by the legislature. Staff will follow up.

Paula said anyone could apply, it is up to this committee to determine the criteria for the application.

Ewell Lawson asked where the money is coming from. Paula replied that it’s coming from the telecommunication providers; wire and wireless. It comes from a percentage of the gross receipts. 3% will continue to support strictly the City’s Public Communication Department, which also supports Columbia Access Channel, Channel 13. The additional 2% is where the dollars are coming from. She referenced paged 5 of the Ordinance, section 10-31, article 2.

Ewell Lawson clarified that this committee has the duty of delegating out the remaining amount after the City gets its cut for Public Communications and after CAT gets a cut.

Criteria Formula:

Paula Hertwig Hopkins brought attention to the Cultural Arts Timeline. She stated that having a scoring process is important because it means the amount of money awarded related to how well an application meets the criteria of the program. Committee discussed, all offered items and agreed to some sort of evaluation formula.

Timeline:

Cindy Mustard stated that our timeline for this round should be fairly simple and then next year revise it if needed. Cindy Mustard recommended we have recommendations to council by December 1st, 2008. Applications will tentatively be due November 1st, 2008. Goal set for application to be sent out by September 15th.

Karen Baxter asked if the money has to be spent by a certain time. Paula Hertwig Hopkins said it has to be awarded, but did not know how long the approved applicants had to spend the awarded money. Staff will research that issue.

Julie Youmans stated we really need to start focusing on criteria and how the applications will be evaluated. Cindy Mustard shared an idea to put a cover letter with the application explaining that this is the first time for this grant and that due to time restraints the process for next year, if one exists, may change.

Julie Youmans brought up what she thinks some of the hard questions are: Do we fund city departments? Do we fund people who have other government funding, City money? Do we fund people who have State money? Do we focus on first timers or on people who have done a lot and have a track record? Do we limit to video only or are print and radio an option? Julie Youmans also asks about equipment grants. She recommends considering categories of grants. Equipment grants could be an issue – Karen Baxter asks if the committee requests a technical advisor. Many members respond positively. Cindy Mustard made note that the Arts does not fund capital. Julie Youmans questions the innovative areas of web casts and pod casts.

Committee discussed extensively definitions of Public Communication Services: platform vs. issue orientated.

Ewell Lawson stated that what Toni Messina described at the last meeting was providing access to various media or platforms and not necessarily defining what issues will be communicated.

Ewell Lawson referenced Links. Stated things he would like the group to think about and discuss at the next meeting is: who is eligible, what are we looking for and what are we not looking for and then staff could develop a quick criteria list and an application.

Ewell Lawson requested the committee think about the above items and be ready to have a discussion on eligibility and any loose ends on criteria and then also develop a further timeline after the criteria is established so that staff can work on an application.

Julie Youmans wanted the group to think about and decide how we are reaching into the community. Are we trying to get the little groups with real neighborhood issues or are we trying to get other groups.

Carol Hurt brought up that the scoring process would vary greatly as the needs of a radio station or newspaper are different than an individual group.

Julie Youmans had a question for staff, what are the issues that the City feels need to be disseminated.

Paula Hertwig Hopkins suggested going to the City's website, click on the Imagine Columbia's Future and read over the vision plan. The vision plan covers issues that include land use, sustainability, public health, arts and economic development. She recommends looking specifically at the governance topic group because they talk about the lines of communications between City Officials, City Government and the public. Paula Hertwig Hopkins also recommended going to the City's website and click on the Public Communications Dept. and see how that reads.

Ewell Lawson summarizes that at the next meeting the group will discuss eligibility and criteria and possibly weighting issues.

Cindy Youmans asked if she could e-mail the group some samples or ideas. Paula said that she could send out an e-mail with ideas or topics to the group ahead of time to discuss at the next meeting.

Next meeting set for Sept 9, 2008 from 3:30 to 6:00 pm.

Paula Hertwig Hopkins stated she would provide a written version of the formula that Missouri Arts uses and then with assistance from Julie also obtain a copy of how a weighted formula works.

Motion by Mustard to adjourn. Nathan Waddell seconds. Meeting adjourned at 5:15 pm.

Respectfully submitted,
Billye Clemons
August 19, 2008