

**Public Communications Resource Advisory Committee
Minutes – November 18, 2008
Mezzanine Conference Room, Daniel Boone Building
701 E. Broadway - Columbia, Missouri 65201**

Committee Members Present: Ewell Lawson, Cindy Mustard, Julie Youmans, Nathan Waddell

Absent: Mike Dunn, Carol Hurt, Karen Baxter.

Staff Present: Paula Hertwig-Hopkins, Billye Clemons.

Record of attendance/Call to order

Ewell Lawson calls the meeting to order at 5:10 pm.

Review and approval of October 30, 2008 minutes.

Nathan Waddell makes a motion to approve minutes. Cindy Mustard seconds. ***Motion carried.***

Timeline Review

Timeline reviewed. December 1, 2008 funding recommendation presented to City Council for review and approval. December 15, 2008 contracts prepared and presented to City Council for approval.

Hearing on Funding

Toni Messina gives an overview of project CityStream for Public Communications Department, City of Columbia. No stipulations are given. Committee will request to council award of \$20,000 for this project.

Mara Aruguete gives an overview of project Community Perspectives on Child and Adult Obesity for Columbia Access Television. Stipulation given by Committee. Ideas discussed and recommendations given how to meet stipulations. Committee will request to council award of \$20,000 after stipulations have been met. Items discussed are:

- Applicant will more fully explain how the project communicates the outcomes of “integrating the concerns of the community with new findings on obesity” with City Officials: Incorporating the City’s Board of Health or Columbia/Boone County Department of Public Health and Human Services would more fully achieve the city wide outcomes and communicating the findings with City Officials.

Ken Leija gives an overview of project Post Production for Eco School House, the documentary for Columbia Public Schools. Stipulations given by Committee. Requirements given to Mr. Leija for this project application to meet this committee’s charge are discussed as follows:

- Applicant needs to more fully explain who the audience is for this project: What is the vision for City residents in this project. Will the project be directed to the Board of

Realtors or Homebuilder Associations. What is the Columbia Public Schools plans for incorporating the curriculum district-wide?

- Applicant must fully define what services the City will receive on behalf of its' citizens and how the project enhances communication of that issue to City Officials: How will the DVD be made available to Columbians and City Officials without sale.
- Applicant should consider working with the City's Building Construction Codes Commission, Environment and Energy Commission or the City's Planning staff in further developing how this project will further LEED standards in the city; Develop measures on increased permits for remodeling or construction which incorporate LEED building standards.
- Applicant will identify sponsors before contractual funds are disbursed. Clarity needed about the sponsorship involvement.
- Applicant needs to address the sale of DVD's. Is this a for profit or not-for-profit project?
- Applicant needs to have a timetable of the free showings of the DVD, information on where will these public forums be held and when and over what period of time.

Ideas discussed and recommendations given on how some of these items can be resolved to meet this committee's charge.

Mr. Leija notes an error on the application under Lead Agency's address. The correct address should be 555 Vandiver Drive, Columbia, MO 65202.

Other Business

Discussion on meeting dates/times for 2009. Since all members were not present a motion was not made. Tentative date/time set for the third Thursday of every month from 4:00 – 5:00 pm.

Next Meeting

December 1, 2008 at 3:30 pm, Mezzanine conference room.

Adjourned

Nathan Waddell makes a motion to adjourn. Cindy Mustard seconds. ***Motion carried.***
Meeting adjourned at 6:20 pm.