

**Public Communications Resource Advisory Committee  
Funding Work Session  
August 27, 2009 @ 4:00 pm  
Mezzanine, Daniel Boone Building  
City Hall, 701 East Broadway**

**AGENDA:**

1. Record of attendance.
2. Approval of Minutes from July 23, 2009
2. FY10 Funding Allocation Recommendations-Presentation Made to Council

**Public Comment**

**Next Meeting:**

September 24, 2009, mezzanine, Daniel Boone Building

**Adjournment:**

**Public Communications Resource Advisory Committee**  
**DRAFT Minutes – July 23, 2009**  
**Mezzanine Conference Room – City Hall**  
**701 E. Broadway – Columbia, MO 65201**

**Members Present:** Ewell Lawson, Carol Hurt, Cindy Mustard, Nathan Waddell, Mike Dunn.

**Members Absent:** Julie Youmans.

**Staff Present:** Paula Hertwig Hopkins, Billye Clemons.

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**Record of Attendance/Call to Order**

Mr. Lawson calls the meeting to order at 4:00 p.m.

Ms. Mustard makes a motion to adjust to agenda to add approval of minutes from last meeting, July 16, 2009. Ms. Hurt seconds. **Motion carries.**

**Review and Approval of Minutes**

Mr. Waddell moves to approve the minutes of July 16, 2009. Ms. Mustard seconds. **Motion carries.**

**FY 2010 Funding Allocation Recommendations**

Ms. Hertwig Hopkins notes that applicant #11 has withdrawn.

Ms. Hertwig Hopkins also reports on the conflict of interest question presented by KCOU at the July 16, 2009 meeting. After speaking with Fred Boeckmann, City Attorney, his opinion is that there is no conflict, but to avoid any potential negative perceptions, Mr. Dunn could opt to not vote on any issues regarding this specific applicant.

Mr. Lawson gives a handout and reviews an allocation option which would utilize the iteration process, drop lowest scores to produce closest iteration to \$50,000 and reduce each remaining applicant proportionally to equal \$50,000.

Mr. Waddell reviews another allocation option which would drop the bottom third of applicants, excluding those who have already withdrawn, and fully funding by score the top ranked applications. Mr. Dunn indicates this is also his recommended method.

Mr. Waddell makes a motion to consider his allocation method option. Mr. Dunn seconds. Discussion: Mr. Waddell notes that dropping the bottom third of existing applicants is in proportion with the funding for this committee being cut by a third. Dropping the bottom four applicants from the original 12 applicants would leave five remaining applicants. The funds would be allocated by giving the score percentage of the requested amount starting with the highest ranked applicant until all funds were depleted.

This method would fund the top three ranked applicants and have \$1,653 for the fourth applicant.

Mr. Lawson notes an e-mail that was handed out from the fourth ranked applicant, Comprehensive Human Services, formally assuring the committee that they will be able to complete their project with the tentative funds of \$6,295. The method currently being discussed would drop their funding to \$1,653. Ms. Mustard indicates that since this applicant made an effort to communicate their ability to do their project with the funds we potentially said they would get, she would like to make sure they get at least that much.

Mr. Waddell withdraws his motion.

Mike Dunn notes that next year he would like to see a change in the application requiring a match from the applicant.

Ms. Mustard makes a motion to consider Mr. Lawson's funding format. Ms. Hurt seconds. Discussion: Mr. Lawson more thoroughly reviews the handout given earlier detailing his recommended funding process. Utilizing the iteration process, this method would fund the top four applicants, eliminating the applicants with the lowest scores, and allocating funds based on scores. Ms. Mustard notes favor for this process.

Vote:

Ewell Lawson – yes

Carol Hurt – yes

Cindy Mustard – yes

Nathan Waddell – no

Mike Dunn – no

**Motion carries.**

### **Public Comment**

Mary Slone with Big Brothers Big Sisters asks for clarification on who the top four are that are getting funding and when does the committee make its recommendations to council. Mr. Lawson indicates the top four applicants are First Chance for Children, Disabilities Media, Big Brothers Big Sisters and Comprehensive Human Services. He also notes that recommendations will be made to council either August 3<sup>rd</sup> or August 17<sup>th</sup>.

### **Next Meeting**

August 27, 2009 at 4:00 p.m. in the Mezzanine.

### **Adjournment**

At 5:15 p.m. Ms. Mustard moves to adjourn. Mr. Waddell seconds. **Motion carries.**

**Application Number:**

10-02

**Applicant Name:**

Big Brothers Big Sisters of Central Missouri

**Project Name:**

Juvenile Crime: Awareness and Prevention

**Project Summary:**

This project intends to educate Columbia citizens on the issue of juvenile crime and preventative measures while opening lines of fresh dialogue and communication with city officials to discuss current and future strategies. The project will use five methods of communication to reach as many residents as possible, ultimately inviting them to an open discussion forum with key City Officials, the Columbia Police Department and experts in the field of Juvenile Justice. Big Brothers Big Sisters will be spotlighted as a preventative agency utilizing youth mentoring to create positive change.

**Total Project Amount:**

\$25,000

**Requested Amount:**

\$13,500

**Score Average:**

89.00

**Score Ranking:**

3<sup>rd</sup>

**Proposed Allocation:**

\$ 8,995.00

**Comments from 7/16/09 Public Hearing Meeting:**

Represented by Dave Dietrich. Mr. Dietrich indicates that this project is still viable, the scale may be cut back some and they are working on obtaining more funds from other sources or donations of services.

**Application Number:**

10-05

**Applicant Name:**

Disabilities Media Inc.

**Project Name:**

The Disabilities Forum

**Project Summary:**

The project consists of three components: 1. Quarterly on-line magazine 2. On-line forum, and 3. Quarterly round table which brings together key City Officials and persons with disabilities. One topic per quarter will be featured. Topics may include housing, accessibility, mobility, and recreation. City Officials and the city's disabilities communities will be asked to engage one another in each of these media formats. Focus of activities will be on key issues of importance to the disabilities community.

**Total Project Amount:**

\$26,000

**Requested Amount:**

\$20,000

**Score Average:**

89.83

**Score Ranking:**

2<sup>nd</sup>

**Proposed Allocation:**

\$ 13,703.00

**Comments from 7/16/09 Public Hearing Meeting:**

Represented by Dr. Homer Page and Maria Oropallo. Dr. Page indicates that the project would be somewhat curtailed in the fact that they were going to use three approaches, an on-line magazine, an on-line interactive chat room and also face to face quarterly meetings. They would still look at doing the magazine and chat rooms, but would likely drop the quarterly meetings.

## **Attachment D**

### **Public Communications Resource Advisory Committee FY2010 Recommended Awards (4 pages)**

**Application Number:**

10-09

**Applicant Name:**

First Chance for Children

**Project Name:**

Columbia Parent Engagement Campaign

**Project Summary:**

A City grant of \$20,000 will enable us to initiate an \$88,100 public information campaign to foster parent involvement in the education of preschool children. We will measure public awareness, especially among low income families, of the power that parents have to open educational doors for their children. At the same time, we will survey public perceptions about ways that both the community and parents can foster greater parent engagement. Then we will begin a campaign to improve parent awareness, measure its impact, and report the findings.

**Total Project Amount:**

\$88,100

**Requested Amount:**

\$20,000

**Score Average:**

91.83

**Score Ranking:**

1<sup>st</sup>

**Proposed Allocation:**

\$ 14,638.00

**Comments from 7/16/09 Public Hearing Meeting:**

Represented by Amalie Duvall. Ms. Duvall indicates that this project is still viable and the way they would adjust would be to scale back on the number of focus groups.

**Application Number:**

10-12

**Applicant Name:**

Comprehensive Human Services, Inc - The Shelter

**Project Name:**

Be the Messenger – Domestic Violence and Sexual Assault in our Community

**Project Summary:**

Comprehensive Human Services (CHS) & Axiom, a creative advertising agency, will work to create, distribute, and promote an informational video on the impact of domestic violence (DV) & sexual assault (SA) on our community, to develop & promote an interactive web forum to foster informed, open dialogue regarding current DV & SA issues/incidents (both public and private), to create & distribute informational flyers & brochures on DV & SA in our community & to provide educational presentations to community business, civic or religious organizations regarding domestic violence & sexual assault in our community. The initial video distribution will begin with City Officials who will receive the video along with a lesson plan for department heads to prepare an informational presentation for their staff or constituents. The Shelter will be available for presentation facilitation, if preferred.

**Total Project Amount:**

\$28,000

**Requested Amount:**

\$20,000

**Score Average:**

87.50

**Score Ranking:**

4<sup>th</sup>

**Proposed Allocation:**

\$ 12,664.00

**Comments from 7/16/09 Public Hearing Meeting:**

Represented by E. Leigh Voltmer. Ms. Voltmer indicates that they are checking to see if Axiom would cover the difference in pro-bono or gifted work. They would also scale back on the number of printed materials.

**Source:**

Paula Hertwig Hopkins  
Assistant City Manager

**TO: City Council**  
**FROM: City Manager and Staff**  
**DATE: 10 August 2009**  
**RE: *FY2010 Public Communications Resource Advisory Committee Recommended Funding Awards***

**FISCAL NOTES:**

<b>City Fiscal Impact</b>	
Enter all that apply:	
\$50,000	City's current net FY cost.
\$0	Amount of Funds Already appropriated
\$0	Amount of budget amendment needed
\$0	Estimated 2 yr net costs: One-time
\$0	Operating / On-going
<b>Program Impact:</b>	
N	New program/ agency (Y/N)
N	Duplicates/expands an existing program (Y/N)
Y	Fiscal impact on any local political subdivision (Y/N)
<b>Resources Required:</b>	
N	Requires add'l FTE personnel? (Y/N)
N	Requires additional facilities? (Y/N)
N	Requires additional capital equipment? (Y/N)
<b>Mandates:</b>	
N	Federal or state mandated? (Y/N)

**EXECUTIVE SUMMARY:**

City of Columbia provides annual funding support for not-for-profit, public or non-commercial entities involved in the delivery of public communication services. Funding comes from Council allocating revenues expected from increased video service provider fees. This is the second year of funding.

**DISCUSSION:**

City collects a 5% gross receipts tax on video service providers for utilizing city right-of-way. 3% of the gross receipts support the Public Communication Department, which houses our governmental access channel. Of the remaining 2% the city purchases public access television services from the Columbia Access Television and contracts for public communication services with not-for-profit, public or non-commercial entities under the Public Communications Program.

Public Communications Resource Advisory Committee is tasked with the annual application process and making contract award recommendations to the Council. **Attachment A** timeline charts the process that they have been following since February, 2009. This year the Committee received 12 on time applications compared to 3

applications received last year. See **Attachment B**.

The Committee was advised early in the process tentative funding would be \$75,000. It was later reduced to \$50,000. Because the viability and successful outcome of many of the projects came into question by the Committee given the reduced funding level, increased amount of applicants compared to last year, and significant dollar amounts some applicants were requesting, they decided to recommend award to the top 4 score ranking applicants. A letter of recommendation is attached from the Chair. An attached spreadsheet and foot note also explains the funding formula they utilized. See **Attachment C**.

Arranged in order of score ranking (1 highest), **Attachment D** provides names of the top four applicants, project descriptions, and proposed award funding:

1. First Chance for Children
2. Disability Media, Inc.
3. Big Brothers Big Sisters of Central Missouri
4. Comprehensive Human Services, Inc.-The Shelter

Final funding and approval of contracts is contingent upon applicants furnishing all required documentation.

**FISCAL IMPACT:**

\$50,000 proposed funding level.

**SUGGESTED COUNCIL ACTIONS:**

Information only.

**Attachment B**

**Public Communications Resource Advisory Committee  
Project Applications FY2010**

<b>App.#</b>	<b>Lead Agency Name</b>	<b>Name of Project</b>	<b>Total Project</b>	<b>City Funds Requested</b>	<b>Submitted On time</b>	<b>Collaboration</b>
10-01	KCOU - Columbia 88.1 FM	Reporting of Community News and Public Affairs	\$7,020	\$5,400	Y	Y
10-02	Big Brothers Big Sisters of Central Mo.	Juvenile Crime: Awareness and Prevention	\$25,000	\$13,500	Y	N
10-03	Rainbow House	Rainbow Over Columbia	\$18,750	\$18,750	Y	N
10-04	Columbia Access Television	CAT TV Summer Camp	\$20,000	\$20,000	Y	N
10-05	Disabilities Media Inc.	The Disabilities Forum	\$26,000	\$20,000	Y	Y
10-06	Parks and Recreation Department	Citizen Survey	\$15,250	\$15,250	Y	N
10-07	Heart of Missouri United Way	Columbia 2-1-1 Awareness Project	\$39,000	\$18,600	Y	Y
10-08	Columbia Special Business District	Museum and Cultural District Outreach Program	\$43,941	\$20,000	Y	Y
10-09	First Chance for Children	Columbia Parent Engagement Campaign	\$88,100	\$20,000	Y	N
10-10	Daniel Boone Regional Library	Connect Columbia	\$23,720	\$15,020	Y	N
10-11	School/Community Programs and Communications, Columbia Public Schools	Columbia Public Schools Streaming	\$37,950	\$20,000	Y	Y
10-12	Comprehensive Human Services, Inc. - The Shelter	Be The Messenger - Domestic Violence and Sexual Assault in Our Community	\$28,000	\$20,000	Y	Y
TOTAL			\$372,731	\$206,520		

## PCRAC Application Scores FY2010

<b>Application #</b>	<b>Cmsner A</b>	<b>Cmsner B</b>	<b>Cmsner C</b>	<b>Cmsner D</b>	<b>Cmsner E</b>	<b>Cmsner F</b>	<b>10 Pt. Penalty</b>	<b>Total Score</b>	<b>Average</b>
1	66	63	62	90	76	42	10	389	64.83
2	95	97	88	96	90	78	10	534	89.00
3	74	88	82	90	88	70		492	82.00
4	61	78	81	65	70	49		404	67.33
5	89	97	90	95	92	76		539	89.83
6	42	42	65	80	60	73		362	60.33
7	86	68	73	90	79	67	10	453	75.50
8	76	99	84	70	85	81		495	82.50
9	93	94	91	95	96	82		551	91.83
10	84	74	87	55	68	75		443	73.83
11	96	79	87	93	67	76		498	83.00
12	87	95	89	88	91	75		525	87.50