

**Public Communications Resource Advisory Committee
Funding Work Session
July 16, 2009 @ 4:00 pm
Mezzanine Conference Room
City Hall, 701 East Broadway**

AGENDA:

1. Record of attendance.
2. Review and Approval of Minutes: (2) sets of minutes entered into the record
3. FY 2010 applicant allocation recommendations
4. Public Comment-Applicants

Public Comment

Next Meeting:

July 23, 2009, 4:00 p.m. Mezzanine Conference Room, City Hall.

Adjournment:

Public Communications Resource Advisory Committee
DRAFT Minutes – June 25, 2009
Mezzanine Conference Room, Daniel Boone Building
701 E. Broadway - Columbia, Missouri 65201

Members Present: Carol Hurt, Cindy Mustard, Nathan Waddell, Julie Youmans, Mike Dunn.

Members Absent: Ewell Lawson.

Staff Present: Paula Hertwig Hopkins, Billye Clemons.

Record of attendance/Call to order

Cindy Mustard called the meeting to order at 4:00 pm.

Review and approval of June 3, 2008 minutes.

Carol Hurt moves to approve minutes. Nathan Waddell seconds. ***Motion carries.***

Recommended applicant levels of funding

Paula Hertwig Hopkins gives an overview of the two different methods of allocating funding per applicant. Discussion and review concerning each method. Nathan Waddell makes a motion to use the Finance Department recommended methodology. Julie Youmans seconds. ***Motion carries.***

Mike Dunn asks what happens to funds if an applicant cannot go forward with their project. Paula Hertwig Hopkins will verify if money would be encumbered for the next year.

10 point penalty appeals

Special Business District application discussion. Nathan Waddell makes a motion to eliminate the 10 point penalty from this application. Julie Youmans seconds. ***Motion carries.***

Columbia Public Schools application discussion. Nathan Waddell makes a motion to eliminate the 10 point penalty from this application. Carol Hurt seconds. ***Motion carries.***

Other Business

Carol Hurt moves to accept the funding allocation with the two applicant 10 point penalty deductions being removed and recalculated. Mike Dunn seconds. ***Motion carries.***

Discussion regarding next year's application. Some possible changes are discussed, like changing the maximum allowable request amount to less than \$20,000 and also changing how the money is allocated – giving more funding to fewer projects so that the highest scored projects receive the most money. Discussion also included that the application needs to have more clarification regarding the 10 point penalty.

Time line reviewed. The next two scheduled meetings are July 16th and July 23rd. Discussion on if we need to meet on the 23rd. It is decided that we do not and the 23rd meeting will be canceled.

Public Comment

Carrie Gartner thanks the committee for hearing her 10 point penalty appeal and removing penalty from her application score.

Next Meeting

July 16, 2009 at 4:00 p.m., City Hall Mezzanine Conference Room. Public hearing on funding recommendations.

Adjourned

Carol Hurt makes a motion to adjourn. Nathan Waddell seconds. ***Motion carries.***

Meeting adjourned at 5:00 pm.

Public Communications Resource Advisory Committee
DRAFT Minutes – July 7, 2009
4th floor Conference Room – City Hall
701 E. Broadway – Columbia, MO 65201

Members Present: Ewell Lawson (by conference phone), Carol Hurt, Cindy Mustard, Nathan Waddell, Julie Youmans, Mike Dunn (by conference phone).

Members Absent: None.

Staff Present: Paula Hertwig Hopkins, Billye Clemons.

Record of Attendance/Call to Order

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

Application Allocation Discussion

Paula Hertwig Hopkins reviews the Review Process portion of the application where it states that this committee will use a mathematical formula to determine funding levels based on the process used by the Missouri Arts Council and the Office of Cultural Affairs.

Ms. Hertwig Hopkins recommends going back to the original methodology as advertised in the application.

Carol Hurt notes that the committee should keep with the application process whenever possible to keep credibility within the committee. Ewell Lawson also notes that while unintentional, the committee did change the methodology after the committee already scored each application.

Cindy Mustard moves to go back to the original methodology as advertised in the application. Mike Dunn seconds. **Motion carries.**

Ms. Hertwig Hopkins indicates that she received word today that the City Manager has cut the available funding amount from \$75,000 to \$50,000. Ms. Mustard requests reviewing the maximum allowable request in next year's process. Ms. Youmans also wants to review the minimum request when appropriate.

Committee discusses if an applicant withdraws can those funds go back into the "pot" and be distributed, or would those funds be encumbered for next year. Ms. Youmans notes that redistributing funds from an applicant that withdraws is not fair. Ms. Youmans requests adding language in a letter that Ms. Hertwig Hopkins will be sending out to applicants to advise them of their potential funding amounts and let them know that if they withdraw that the funds allocated to them would be redistributed to other applicants. Mr. Waddell suggests we vote on each project after the public hearing on the 16th to

determine if the committee feels each project is still viable with such a drastic funding cut. Mr. Waddell notes an option; since the budget was cut by 33%, that the committee eliminate 33% of the lowest scoring applicants, which would be the bottom four.

Review of items for the letter to applicants, should include:

- 1 - Returning to funding methodology as advertised in the application.
- 2 - Funding amount reduction per City Manager.
- 3 - Is the project still viable without changing the scope or nature of the project?

Public Comment

None.

Next Meeting

July 16, 2009 at 4:00 p.m. in the Mezzanine – Public Hearing.

July 23, 2009 at 4:00 p.m. in the Mezzanine.

Adjournment

Carol Hurt moves to adjourn. Nathan Waddell seconds. **Motion carries.**

Application Number:

10-01

Applicant Name:

KCOU

Project Name:

Reporting of Community News and Public Affairs

Project Summary:

This project will create a full fledged student news department at KCOU 88.1 FM. Students will gain hands on experience in broadcast reporting and anchoring. A half-hour news program will be produced Monday through Friday and an hour-long news-magazine will run on Sundays. The majority of the coverage will be on campus and community events, including stories about the City of Columbia. Stories would be uploaded on to our website, where supplemental written material will be provided. PSAs from the City of Columbia would air throughout the day and during newscast breaks at no cost.

Total Project Amount:

\$7,020

Requested Amount:

\$5,400

Score Average:

64.83

Score Ranking:

11th

Proposed Allocation:

\$ 238.00

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:

3rd

Proposed Allocation:

\$ 5,477.00

Application Number:

10-03

Applicant Name:

Rainbow House Emergency Children's Shelter/Regional Child Advocacy Center

Project Name:

Rainbow over Columbia

Project Summary:

A series of public svc announcements to air on a variety of local radio and television stations at various times of the day in order to reach all socioeconomic groups. Topics, all related to healthy family relationships, will include: communication, appropriate management of behaviors, role modeling, and keeping children safe.

Total Project Amount:

\$18,750

Requested Amount:

\$18,750

Score Average:

82.00

Score Ranking:

7th

Proposed Allocation:

\$ 4,288.00

Application Number:

10-04

Applicant Name:

Columbia Access Television

Project Name:

CAT TV Summer Camp

Project Summary:

The proposal requests funding for the CAT TV Summer Camp. This is low-cost, day camp in which children aged 12-18 will learn the essentials of television production. The television programs produced in the day camp will feature local issues of interest to citizens and City Officials. These half-hour programs will air on CAT TV. The camp will feature professional instructors teaching workshops on preproduction, studio production, field production and editing. There will be two, one-week sessions. Each session will accommodate 10-15 children. Meals will be provided.

Total Project Amount:

\$20,000

Requested Amount:

\$20,000

Score Average:

67.33

Score Ranking:

10th

Proposed Allocation:

\$ 1,150.00

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:

2nd

Proposed Allocation:

\$ 8,659.00

Application Number:

10-07

Applicant Name:

Heart of Missouri United Way

Project Name:

Columbia 2-1-1 Awareness Project

Project Summary:

To increase awareness of 2-1-1 services among Columbia residents to 80% of population by 12/31/10. To provide monthly reports to City Officials, other interested entities and the public about the information and referral needs of local residents through public presentations and website dissemination.

Total Project Amount:

\$39,000

Requested Amount:

\$18,600

Score Average:

75.50

Score Ranking:

8th

Proposed Allocation:

\$ 2,386.00

Application Number:

10-08

Applicant Name:

Columbia Special Business District

Project Name:

Museum and Cultural District Outreach Program

Project Summary:

A collaborative outreach program designed to educate Columbians about the wide range of top notch arts and cultural venues we have. The Collaborative consists of 8 arts venues, the Special Business District and Office of Cultural Affairs. The outreach program consists of a joint brochure, website, and year-long print and radio campaign. Venues will also be organizing joint events for both adults and children promoted throughout the year.

Total Project Amount:

\$43,941

Requested Amount:

\$20,000

Score Average:

82.50

Score Ranking:

6th

Proposed Allocation:

\$ 4,772.00

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:

1st

Proposed Allocation:

\$ 10,102.00

Application Number:

10-10

Applicant Name:

Daniel Boone Regional Library

Project Name:

Connect Columbia

Project Summary:

Through the Connect Columbia project, we will expand access to community information for local citizens through the library's virtual branch; encourage civic engagement through selected reliable information resources on topics of current community interest; and provide a dynamic and extensive online calendar of community events.

Total Project Amount:

\$23,720

Requested Amount:

\$15,020

Score Average:

73.88

Score Ranking:

9th

Proposed Allocation:

\$ 1,655.00

Application Number:

10-11

Applicant Name:

School/Community Programs and Communications, Columbia Public Schools

Project Name:

Columbia Public Schools Streaming

Project Summary:

Increase public engagement and community involvement by increasing the transparency and availability of information regarding Columbia Public Schools and its Board of Education. Provide the ability to web stream Board of Education meetings and informational programming over the Internet; archive video for reference; and increase the efficiency of producing video for rebroadcast.

Total Project Amount:

\$37,950

Requested Amount:

\$20,000

Score Average:

83.00

Score Ranking:

5th

Proposed Allocation:

\$ 4,978.00

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:

85.83

Score Ranking:

4th

Proposed Allocation:

\$ 6,295.00

PROJECTS FY2010

App.#	Lead Agency Name	Name of Project	Total Project	City Funds Requested	Submitted On time	Collab-oration
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		
	Tentative Funding Amount for FY2010	\$75,000, \$73125, \$71,250				

PCRAC Application Scores FY2010

Application #	Cmsner A	Cmsner B	Cmsner C	Cmsner D	Cmsner E	Cmsner F	10 Pt. Penalty	Total Score	Average
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	10	515	85.83

Public Communications Advisory Resources Committee FY 2010 Applicants and Proposed Allocations															
Original Applicants													Final	Score Ranking	
PCRAC Funding FY10													Iteration	0.9099	(1 Highest)
App.#	Applicant	Total Project Budget	Total Allocation Request	\$50,000 Score	1st Iteration	2nd Iteration	3rd Iteration	4th Iteration	5th Iteration	6th Iteration	7th Iteration	Iteration	0.9099	(12 Lowest)	
10-01	KCOU-Columbia 88.1 FM	\$7,020	\$5,400	64.83%	\$3,501	\$2,270	\$1,472	\$954	\$618	\$401	\$260	\$237		11	
10-02	Big Brothers Big Sisters of Central Missouri	\$25,000	\$13,500	89.00%	\$12,015	\$10,693	\$9,517	\$8,470	\$7,538	\$6,709	\$5,971	\$5,433		3	
10-03	Rainbow House	\$18,750	\$18,750	82.00%	\$15,375	\$12,608	\$10,339	\$8,478	\$6,952	\$5,701	\$4,675	\$4,254		7	
10-04	Columbia Access Television	\$20,000	\$20,000	67.33%	\$13,466	\$9,067	\$6,105	\$4,110	\$2,767	\$1,863	\$1,254	\$1,141		10	
10-05	Disabilities Media Inc	\$26,000	\$20,000	89.83%	\$17,966	\$16,139	\$14,498	\$13,024	\$11,699	\$10,509	\$9,440	\$8,589	(1)	2	
*10-06	Parks and Recreation Department	\$15,250	\$15,250	60.33%	\$9,200	\$5,550	\$3,348	\$2,020	\$1,219	\$735	\$443	\$403		12	
10-07	Heart of Missouri United Way	\$39,000	\$18,600	75.50%	\$14,043	\$10,602	\$8,005	\$6,044	\$4,563	\$3,445	\$2,601	\$2,367		8	
10-08	Columbia Special Business District	\$43,941	\$20,000	82.50%	\$16,500	\$13,613	\$11,231	\$9,266	\$7,644	\$6,306	\$5,202	\$4,733		6	
10-09	First Chance for Children	\$88,100	\$20,000	91.83%	\$18,366	\$16,865	\$15,487	\$14,222	\$13,060	\$11,993	\$11,013	\$10,021	(1)	1	
10-10	Daniel Boone Regional Library	\$23,720	\$15,020	73.88%	\$11,097	\$8,198	\$6,057	\$4,475	\$3,306	\$2,442	\$1,804	\$1,641		9	
10-11	School/Community Programs and Communications Columbia Public Schools	\$37,950	\$20,000	83.00%	\$16,600	\$13,778	\$11,436	\$9,492	\$7,878	\$6,539	\$5,427	\$4,938		5	
10-12	Comprehensive Human Services, Inc. The Shelter	\$28,000	\$20,000	85.83%	\$17,166	\$14,734	\$12,646	\$10,854	\$9,316	\$7,996	\$6,863	\$6,245		4	
		\$372,731	\$206,520		\$165,295	\$134,117	\$110,141	\$91,409	\$76,560	\$64,639	\$54,953	\$50,002	\$50,000		
Original Applicants Without Parks and Recreation (withdrew)													Final	Score Ranking	
PCRAC Funding FY10													Iteration	0.9173	(11 Highest)
App.#	Applicant	Total Project Budget	Total Allocation Request	\$50,000 Score	1st Iteration	2nd Iteration	3rd Iteration	4th Iteration	5th Iteration	6th Iteration	7th Iteration	Iteration	0.9173	(11 Lowest)	
10-01	KCOU-Columbia 88.1 FM	\$7,020	\$5,400	64.83%	\$3,501	\$2,270	\$1,472	\$954	\$618	\$401	\$260	\$238		11	
10-02	Big Brothers Big Sisters of Central Missouri	\$25,000	\$13,500	89.00%	\$12,015	\$10,693	\$9,517	\$8,470	\$7,538	\$6,709	\$5,971	\$5,477		3	
10-03	Rainbow House	\$18,750	\$18,750	82.00%	\$15,375	\$12,608	\$10,339	\$8,478	\$6,952	\$5,701	\$4,675	\$4,288		7	
10-04	Columbia Access Television	\$20,000	\$20,000	67.33%	\$13,466	\$9,067	\$6,105	\$4,110	\$2,767	\$1,863	\$1,254	\$1,150		10	
10-05	Disabilities Media Inc	\$26,000	\$20,000	89.83%	\$17,966	\$16,139	\$14,498	\$13,024	\$11,699	\$10,509	\$9,440	\$8,659		2	
10-07	Heart of Missouri United Way	\$39,000	\$18,600	75.50%	\$14,043	\$10,602	\$8,005	\$6,044	\$4,563	\$3,445	\$2,601	\$2,386		8	
10-08	Columbia Special Business District	\$43,941	\$20,000	82.50%	\$16,500	\$13,613	\$11,231	\$9,266	\$7,644	\$6,306	\$5,202	\$4,772		6	
10-09	First Chance for Children	\$88,100	\$20,000	91.83%	\$18,366	\$16,865	\$15,487	\$14,222	\$13,060	\$11,993	\$11,013	\$10,102		1	
10-10	Daniel Boone Regional Library	\$23,720	\$15,020	73.88%	\$11,097	\$8,198	\$6,057	\$4,475	\$3,306	\$2,442	\$1,804	\$1,655		9	
10-11	School/Community Programs and Communications Columbia Public Schools	\$37,950	\$20,000	83.00%	\$16,600	\$13,778	\$11,436	\$9,492	\$7,878	\$6,539	\$5,427	\$4,978		5	
10-12	Comprehensive Human Services, Inc. The Shelter	\$28,000	\$20,000	85.83%	\$17,166	\$14,734	\$12,646	\$10,854	\$9,316	\$7,996	\$6,863	\$6,295		4	
		\$357,481	\$191,270		\$156,095	\$128,567	\$106,793	\$89,389	\$75,341	\$63,904	\$54,510	\$50,000			

Updated Version 7/14/2009