

Public Communications Resource Advisory Committee
DRAFT Minutes – July 16, 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.

Record of Attendance/Call to Order

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

Review and Approval of Minutes

Nathan Waddell moves to approve the minutes of June 25, 2009. Carol Hurt seconds.

Motion carries.

Cindy Mustard moves to approve the minutes of July 7, 2009. Nathan Waddell seconds.

Motion carries.

FY 2010 Application Allocation Discussion

Paula Hertwig Hopkins notes that CAT-TV, applicant #4, withdrew by way of a phone call to Ms. Hertwig Hopkins this afternoon.

Ms. Hertwig Hopkins also notes that Parks & Recreation, applicant #6, also withdrew by way of e-mail.

Ms. Hertwig Hopkins gives a brief overview of letter that went out to each applicant regarding their proposed allocation amount based on funds available of \$50,000.

Fred Boeckmann, City Attorney, is available for questions. Mr. Boeckmann indicates the committee is able to make changes to the allocation process as it sees necessary due to the drastic cut in funds, however, he does encourage the committee to try to adhere to the original format as much as possible.

All applicants present were asked if their project is still viable without changing the scope and nature of the application, given the reduced funding. Answers from each represented application are as follows:

Applicant #1 – Represented by Jonathan Hutcheson. Mr. Hutcheson indicates that this project would change greatly in scope based on funding. He also indicates there was a conflict of interest as he is representing a radio station and one of the committee members

also works for a competing radio station. Ms. Hertwig Hopkins will follow up on this question. Uncertain if this applicant withdraws at this time.

Applicant #2 – 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.

Applicant #3 – Represented by Jan Stock. Ms. Stock indicates a series of 12 PSA's would be less now based on potential funds. They have solicited funds from other sources, but feel they have exhausted all resources. Ms. Stock indicates that PSA's would likely be reduced to less than half the original amount.

Ms. Stock recommends to the committee to fully fund 3 or 4 of the projects they feel are most worthy, even at sacrificing her project, rather than giving a little bit of money to each applicant.

Applicant #4 – CAT TV – withdrawn.

Applicant #5 – 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.

Applicant #6 – Parks & Recreation Department – withdrawn.

Applicant #7, Heart of Missouri United Way- no representative available for this application.

Applicant #8 – Represented by Carrie Gartner. Ms. Gartner indicates that this project is still viable. She notes they would reduce the amount of advertising and possibly do more brochures and internet advertising. Ms. Gartner also indicated they would focus the advertising that would be done on roll out and certain times of the year.

Applicant #9 – 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.

Applicant #10 – Representative did not sign in. Representative indicates this project is still viable and would focus any funds on a city wide calendar.

Applicant #11 – Represented by Michelle Baumstark. Ms. Baumstark indicates that she was unsure if her project was still viable. She is waiting to hear back from vendors to see what scale back options are available and if some vendors would consider reducing charges.

Applicant #12 – 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.

Public Comment

None.

Next Meeting

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

Adjournment

Nathan Waddell moves to adjourn. Cindy Mustard seconds. **Motion carries.**