

**Public Communications Resource Advisory Committee**  
**Workshop Minutes**  
**February 24, 2011**  
**City Hall - 701 E. Broadway**

**Members Present:** Ewell Lawson, Cindy Mustard, Julie Youmans, Mike Dunn, Emily Hendren

**Members Absent:** Carol Hurt, Nathan Waddell.

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

**Record of Attendance/Call to Order:**

Meeting called to order at approximately 4:05 pm

**Approval of Jan 27, 2011 Minutes:**

Ms. Mustard moves to approve, Ms. Hendren seconds. *Motion carries.*

**Status of Encumbered Funds.**

Ms. Hertwig Hopkins notes she submitted all paperwork to encumber funds.

**Review of FY 12 Application**

Mr. Dunn asks if there are questions regarding the application. Hearing none, Mr. Lawson opens the Workshop.

**Workshop – Presentations**

Jack Jenson, Director of First Chance for Children, shows two 30-second commercials, gives a review of his organization and the program Read, Play, Hug. Ads were on TV, radio and buses. Mr. Jensen delivers his final report.

Disability Media representative was not able to attend.

Barbara Hodges, Executive Director of True North, explains since their application they have changed their name from Comprehensive Human Services - The Shelter, to True North. Ms. Hodges shows a segment of a DVD that will be distributed along with a talking points handout. Ms. Hertwig Hopkins recommends they contact Margrace Buckler, Director of Human Resources with the City of Columbia.

Georgalu Swoboda, Executive Director of Big Brothers/Big Sisters, shows five 15-second adds about BB/BS and juvenile crime. Slide show of the Teens Speak Out on Crime – Your CoMo, Your Vision event shown. Brochure also delivered completing final report.

After presentations, Mr. Lawson briefly reviews the application, Q&A session follows.

**Other Business:**

Application Workshop Feedback forms collected. Election of officers tabled to next meeting.

**Public Comment:**

None.

**Next Meeting:**

March 24, 2011 4:00 p.m.

**Adjournment:**

Meeting adjourned at approximately 6:00 pm