

City of Fayetteville Staff Review Form

2014-0272

Legistar File ID

7/15/2014

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Fritz Gisler

6/20/2014

Government Channel /
Communications & Marketing Department
Division / Department

Submitted By

Submitted Date

Action Recommendation:

Recognize \$4,000 in revenue from Public Access Television fees to pay for promotional activities for Public Access Television, and approve a budget adjustment.

Budget Impact:

1010.0600.5342.00	1010 - General
Account Number	Fund
51022.1101	Public Access Television Fees
Project Number	Project Title
Budgeted Item? Yes	Current Budget \$ 758.00
	Funds Obligated \$ -
	Current Balance \$ 758.00
Does item have a cost? No	Item Cost \$ -
Budget Adjustment Attached? Yes	Budget Adjustment \$ 4,000.00
	Remaining Budget \$ 4,758.00

V20140610

Previous Ordinance or Resolution # _____

Original Contract Number: _____

Approval Date: _____

Comments: A budget adjustment will move \$4,000.00 from Public Access TV Fees revenue account to the Media Services Promotional Activities account to pay for promotional activities for Public Access Television.

6/24/14
Maria Heston 6/24/14
Don Man 6/24/14

Frank Dyer



STAFF MEMO

TO: City Council
THRU: Lindsley Smith, Director of Communications
FROM: Fritz Gisler, Director of Media Services
DATE: July 1, 2014
SUBJECT: Receipt of Public Access Fees

RECOMMENDATION:

Recognize revenue from Public Access activity and approve a budget adjustment to allow expenditure for the promotion of Fayetteville Public Access Television.

BACKGROUND:

As per the contract to provide Public Access Television Services to the City of Fayetteville, Your Media, Inc. charges users for certain items. These items include things like contract production, DVD duplication, tape transfers, and blank recording media. These fees are deposited into and held in a trust account until such time as the Director of Media Services determines a need to use them for the support of Public Access Television.

DISCUSSION:

The amount in the trust account has reached \$4,000.00. This amount has been deposited into the Public Access Television Fees revenue account at the City. The Executive Director of Your Media and the Director of Media Services would like to transfer those funds to the Promotional Activities account of Media Services to be utilized to conduct a promotional campaign for Fayetteville Public Access Television. The goal of the campaign is to increase awareness of both the learning opportunities and the new diverse programming that are available at Fayetteville Public Access Television. Among the activities planned:

- Duplication and distribution of USB 'thumb' drives that would have the FPAT logo on them. They would contain all the forms utilized by users, orientation information, and other promotional information.
- Placement of targeted online advertising using outlets such as Google AdWords.
- Strategic use of posters, drop cards, disc cases, etc. that can carry messaging about FPAT and particular programs.
- Synergistic joint activities (TBD) in conjunction with program producers to help promote viewership.

BUDGET/STAFF IMPACT:

Approval of the Budget Adjustment will increase the Promotional Activities budget for Media Services by \$4,000.00.

RESOLUTION NO. _____

A RESOLUTION TO APPROVE A BUDGET ADJUSTMENT IN THE AMOUNT OF \$4,000.00 RECOGNIZING PUBLIC ACCESS TELEVISION FEE REVENUE TO BE USED FOR PROMOTIONAL ACTIVITIES

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment in the amount of \$4,000.00 recognizing public access television fee revenue to be used for promotional activities. A copy of the budget adjustment is attached to this Resolution as Exhibit "A".

PASSED and APPROVED this 15th day of July, 2014.

APPROVED:

ATTEST:

By: _____
LIONELD JORDAN, Mayor

By: _____
SONDRA E. SMITH, City Clerk/Treasurer

City of Fayetteville, Arkansas - Budget Adjustment Form (Legistar)

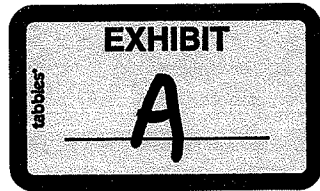
Budget Year 2014	Division: Government Channel Dept.: Communications & Marketing Requestor: Fritz Gisler	Adjustment Number
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BUDGET ADJUSTMENT DESCRIPTION / JUSTIFICATION:

Transfer funds from Public Access Fees revenue account to Media Services Promotional Activities account to pay for Public Access promotional activities.

RESOLUTION/ORDINANCE	COUNCIL DATE: <u>7/1/2014</u> LEGISTAR FILE ID#: <u>2014-0272</u> <i>Kevin Springer</i> <u>6/20/2014 9:16 AM</u> Budget Director _____ Date _____ TYPE: _____ DESCRIPTION: _____ GLDATE: _____ POSTED: <u> / </u>
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TOTAL	4,000	4,000					v.20140619
Account Number	Increase / (Decrease)		Project.Sub#		AT	Account Name	
	Expense	Revenue	Project	Sub			
1010.0001.4449.00		4,000	51022	1101	RE	Public Access Television Fees	
1010.0600.5342.00	4,000		51022	1101	EX	Promotional Activities	
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CITY OF FAYETTEVILLE
 113 WEST MOUNTAIN STREET
 FAYETTEVILLE, AR 72701

DATE: 6/05/2014

RECEIPT NO.: 140167769

RECEIPT DESCRIPTION		AMOUNT
Misc Recpt Community Access Television	Public Access TV Fees	\$ 4,000.00
<i>Thank You!</i>		
RECEIVED FROM Community Access Television	TOTAL AMOUNT	\$ 4,000.00

ACCTG

RECEIVED BY: _____

ORIGINAL

