

CITY COUNCIL STUDY SESSION

TO: Mayor and City Council
FROM: Mari E. Macomber, City Manager
SESSION DATE: February 4, 2013
TIME: 4:30 p.m.
PLACE: Second Floor Conference Room

AGENDA:

- **ANNUAL TOURISM OFFICE UPDATE**
- **2013 STORMWATER UPDATE**
- **CITY INVESTMENT PLAN**
- **REVIEW AQUATIC CENTER HOURS OF OPERATION**
- **REVIEW NEWSLETTERS – 1/25/2013 and 2/1/2013**
- **REVIEW COUNCIL AGENDA**

ANNUAL TOURISM OFFICE UPDATE

The Tourism Program works to attract visitors to Kirksville for events, conferences, tours, hunting and much more. The Director of Tourism works with a variety of community groups to plan community events including BaconFest, Kirksville Air Festival, Red, White and Blue Festival, St. Patrick's Day Events, and others. The program also offers a cooperative marketing program for other small events in our community with the hope to grow these events.

Background

Communities across the State of Missouri have implemented a lodging tax which is added onto the cost of the hotel/motel room when a guest pays for that accommodation. Most of the larger communities and many of the smaller communities within the State have established this tax.

Kirksville was given the authority to present the lodging tax back in around 1996. Before a city or county can take a lodging tax, referred to in the State Statutes as a Transient Guest Tax, the state legislature must first give authority. The first time the lodging tax was taken to the citizens of Kirksville, it failed.

The Chamber of Commerce spearheaded that effort and was careful the next time they approach the lodging tax. The Chamber spent time studying this issue to determine the use of the funds, the proposed budget and subsequently the percentage that should be sought for this initiative. The Chamber formed a special committee assigned the task of reviewing all aspects of this issue. They held meetings with local hotel/motel operators

to get their input and feedback before ever approaching the City Council. The Chamber's approach was thorough and as a result, the Council placed the measure on the August 2006 ballot which was subsequently approved by the voters at a rate of 3.6%.

Since this is a tax, the Missouri Statute provided cities with the possibility of contracting with the local Chamber of Commerce on the administration of the lodging tax. The City and Chamber have an agreement that has been in place since 2006.

The Chamber established an office of Tourism, which has been led by Debi Boughton since its inception. On Monday, Debi will visit with the Council providing a summary of the tourism work that has taken place and future endeavors planned by the office. Over \$860,000 has been remitted to the Chamber for use in the tourism program.

One item that Debi explored at the request of Councilmember Edge was the creation of a Visitor's Center. Included with this packet is a letter from her explaining her findings and recommendation from the Tourism Advisory Board.

Recommendation: The City Council should take the opportunity to visit with Debi to learn what the Tourism office is doing and their focus for the future. In addition, the Council may want to discuss the Visitor Center idea to determine if there is anything else that should be explored at this time.

2013 STORMWATER UPDATE

Council met in early December to receive an update on the stormwater projects with focus on what to do with the stormwater project proposed for College Park. What we didn't discuss is what kind of funds we might have available after we complete this project and what actions the Council would like explored to try and address the remaining projects on the list of 21.

Ed leans, City Engineer will be giving a power point presentation to the City Council on Monday to go over the history of the stormwater and the projects completed with the hopes that we will get some direction on how to plan for or pursue other storm drainage projects.

Recommendation: The City Council may wish for staff to explore other funding options that might work for storm drainage, or may decide that we complete the balance of projects as we build up funds from the Capital Improvement Sales Tax fund for stormwater projects.

CITY INVESTMENT PLAN

City Council Policy #10 outlines the City's policy on investment. A copy of this policy is included. Finance Director Katie Myers has been with the City just slightly over a year and is now ready to do what she can to invest available City funds to maximize our

resources. She has outlined what we receive from our bank from our operating account and what we can earn using a certificate of deposit.

Recommendation: We want to make sure that the City Council is agreeable with our placement of funds in a CD to earn additional revenues. By doing this, we will tie up some of our resources for a specified period of time.

REVIEW AQUATIC CENTER HOURS OF OPERATION

In 2012, we moved the Aquatic Center budget to the General Fund. The simplest reason was the fees for service do not sufficiently cover a significant portion of the operating expenses. As Melanie notes in her Staff Report, the General Fund had consistently supported the Aquatic Center with an annual transfer. Because we know, unless the fees are raised and/or hours of service are cut significantly the Aquatic Center revenues will never cover its operating costs.

That being said, it is still important to look at ways to minimize the costs. We want to visit with the Council on Monday about the Aquatic Center and some ideas that we have to maintain and possibly reduce the Center's overall dependence on the General Fund.

Recommendation: Discuss with staff the operations of the Aquatic Center giving direction on whether or not you want changes made in our current operations.

NEWSLETTER REVIEW - January 25 and February 1

REVIEW COUNCIL AGENDA

Attachments

- Tourism Summary Report
- Visitor Center Letter from Tourism Director
- Stormwater Report – from December
- Cash Investment Staff Report
- Aquatic Center Staff Report

2012 City Council Tourism Report

2012 Tourism Events in Kirksville

Truman Visit Days

Miss Northeast Missouri Counties Pageant

KV Klassic Basket Ball Tournament (32 teams, coupon books for 320 players)

St. Patrick's Day parade and Festival

KIRX/KRXL/KTUF Ag Show

Chamber Spring Fever

Family and Consumer Association Conf (provide 30 welcome bags and gave welcome speech)

Healthy Women Event for 530 people (set up for event, welcomed guests, helped plan event)

Group Studies Exchange (set up 4 days of tours)

SPBGMA Blue Grass Festival

Truman Orientation June 4, 7, 11, 18, 22, 26, 29

KATZ Tournament

Paracytology Conference (provided 40 welcome bags, provided venue information)

Red, White and Blue Festival

AP Institute (list of events and welcome bags)

Taste of Truman (coupon books)

Missouri Chamber Leadership Class (3 days- Agriculture)

NEMO Fair (ribbon cutting and worked gate)

Civil War Traveling Exhibit (many activities and events)

Bacon Fest

Civil War Reenactment

FLATS Half Marathon

KATZ Klassic Softball Tourney

Kirksville Air Show

NEMO Triathlon

Kirksville Highland Games

KV Klassic Basketball Tourney

Miss North MO Counties Pageant

Phi Mu Alpha Jazz Festival

Red Barn Arts and Crafts Festival

Young Farmers Tractor Pull

Smoke at Stokes BBQ Cook Off

Greater Missouri Leadership Challenge

Bulldog/ Days Inn Invitational Volley Ball Tournament (Welcome bags)

Round Barn Blues

Truman Homecoming

Taste of the World event

Zombie Walk

2nd annual Mule show

Weekend of weaving (60 Welcome bags for event)

Iowa Mystery Tour (brochures and key chains)
ATSU Founder's Day (provided coupon books and maps)
Governor's Deer Hunt
Missouri Dept of Social Services meeting
Missouri Sports hall of Fame Banquet
Career Center Expo (provided Welcome bags)
Deer Season
Red Hat Ladies Trip to Kirksville
Missouri Livestock Symposium
Christmas Santa and a movie
Christmas parade

2012 Conferences, Tradeshow and Seminars

Highway 36 Heritage meeting – Macon
MTC State Board meeting – St. Louis
Attended Advertising Seminar re: Broadcast TV – Kirksville
Fall In Love with Northeast Missouri Day at the Capitol
Chariton Valley Tourism Meeting- Chillicothe
Kirksville Day at the Capitol – Jefferson City
Missouri Travel Council Annual meeting - Jefferson City
Tourism Days at the Capitol – Jefferson City
MTC Agri-tourism committee meeting – Jefferson City
Group Leaders of America Trade Show – St. Louis
Met with GMLC director and Missouri Leadership Director- Columbia
Missouri Humanities Council training – Kansas City
MTC Bank Travel Trade Show – Jefferson City
Greater Missouri Leadership Challenge
Joint Meeting Planners Trade Show – Jefferson City
Highway 63 Heritage- Macon
Missouri State Fair Trade Show – Sedalia
MTC Board meeting – Columbia
Highway 36 Way of Genius annual meeting – Macon
MTC State Board meeting - Columbia

Number of tourism brochures and information mailed

2500 brochures mailed to Missouri Welcome Centers
235 mailed from AAA reader service
750 mailed from Visit MO Travel Guide ad
104 mailed from phone and email requests

Advertising

AAA Living Magazine
1st Quarter Calendar of Events
Detours Magazine

Missouri Travel Cook Book
Antique Shop Brochure (partnership with antique stores)
Tourism Coupon Book
2nd Quarter Calendar of Events
Bill Board on Hwy 36 near Brookfield
Miss Missouri Teen Program ad
The Griffon (military R and R magazine)
Website domain name renewal
The Columbia Missourian
Madden Media e-brochure for Visit Mo website
Columbia Daily Tribune
Gatehouse Media (Day Trip Magazine)
Civil War event Fliers
Baseball cards
Bill Board (Welcome to Kirksville)
Kirksville Daily Express
Map Ad for KVACOC
Missouri Net Radio ads (fishing)
Missouri Net Radio ads (festivals)
Attraction list
NEMO Mule Show sponsor (banner displayed)
Bott Radio Network (KLTE)
Smoke at Stokes BBQ program ad (banner displayed)
Missouri Sports Hall of Fame sponsorship
USA Weekend
KTVO website ad
Tear-off attractions map
4th quarter calendar of events
Welcome sign
Tri state tourism brochure
Holiday events rack card
Redesigned Group Itineraries

Advertising Partnership

Bacon Fest
Civil War Commemoration
FLATS Half Marathon
KATZ Klassic Softball Tourney
Kirksville Air Show
Kirksville Highland Games
KV Klassic Basketball Tourney
Miss North MO Counties Pageant
Phi Mu Alpha Jazz Festival
Red Barn Arts and Crafts Festival

Young Farmers Tractor Pull

Promotional Items

Big banner for fence display

Pens

Notepads

Welcome bags

Coupon books

Kirksville tear-off maps

Hotel magnets

Seasonal rack cards

Key chains

Public Relations

Serve on FLATS Committee

Serve on Air Service Committee

Serve on EDP Committee

Serve on Healthy Women Advisory Board

Assisted with Community Strategic Plan

Participated in Community Needs Assessment

Spoke on KLTE radio

Spoke on KIRX Area Scene

Wrote articles for Kirksville Realty magazine

Wrote tourism columns for Chamber news letter

Spoke at Sojourners club re: Tourism update

Worked at Job Fair

Spoke at KLI Tourism Day

Interview for Kirksville Daily Express

Spoke at City Council

Tourism Day for Hotel Employees

Spoke at Methodist Church group



Jan. 11, 2013

Mayor Richard Detweiler
City Council
City of Kirksville
201 S. Franklin
Kirksville, MO 63501

REC'D JAN 18 2013

Dear Mayor Detweiler and Council:

In October of 2012 Councilman Roger Edge met with me to request that the tourism office investigate having a Missouri Tourism Affiliate Welcome Center in Kirksville. The State already has several Welcome Centers including one in Hannibal and our designation if we were to have a center would be as an affiliate.

We have had phone conferences with the Missouri Department of Transportation and the Missouri Division of Tourism. We had hoped that there would be potential funding for a Welcome Center, but were wrong. Steve Swafford of MoDOT explained that there is no money from MoDOT or the Federal government to build an affiliate welcome center and that the cost would be borne locally. At our invitation, Representatives from the Missouri Division of Tourism came to Kirksville. Cyndi Morris Sapp and Kelly Gettinger toured Kirksville on Nov. 7, 2012 suggesting possibilities, if it were the interest of the City to build a welcome center on Highway 63. We did learn through this meeting that the Chamber/Tourism office could be designated as an affiliate welcome center as we exist today because we already hand out information and maps. To do this we would have to purchase signs at a cost of \$4,000 each for 2 signs.

The Tourism Advisory Board discussed the option of establishing the current office as an affiliate and decided for the cost of \$8,000 that tourism funds could be better spent on other advertising such as permanent Welcome to Kirksville signs on Highway 63, which I am actively working on to obtain.

Though an Affiliate Welcome Center is an option, the cost of the facility would be borne by the community and the direction we have been taking is to get signs out on the Alternate Route to tell people to come to town and learn more about Kirksville, instead of keeping them out on the Highway. We are hoping are signs will do just that.

As tourism director, I am available to meet with council in a study session to discuss this further and will touch base with the City Manager on a future date. Sincerely,


Debi Boughton
Kirksville Tourism Director

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: STORMWATER PROJECT UPDATE

STUDY SESSION MEETING DATE: December 3, 2012

CITY DEPARTMENT: Engineering Division of Public Works

PREPARED BY: Edward leans, City Engineer

In 2010, a storm sewer substantial report was prepared by Bartlett and West to identify various locations with flooding problems. This report prioritized storm sewer projects in twenty one areas within the City of Kirksville. The first 15 areas are: Those shaded in grey are the completed projects.

- | | |
|----------------------------------|--------------------------------|
| 1. FC2: Suburban and Monte Carlo | 11. BC4: College Park |
| 2. SC2: Lewis and Harrison | 12. BC9: George St |
| 3. SC2: Lincoln and Normal | 13. BC6: Lewis and Halliburton |
| 4. BC10: Normal Ave | 14. SC3: Dear St |
| 5. SC3: Pintail and Gadwell | 15. BC9: Bear Creek 9 by grant |
| 6. SC3:Greenway and Canvasback | |
| 7. SC2:Lincoln Square | |
| 8. SC7:Elson south of Potter | |
| 9. SC2:Braford to Manor | |
| 10. SC4:Garrett Drive | |

The City of Kirksville awarded Willis Brothers a construction contract to install storm sewer in the first 6 areas in August 2011. All work was completed by June 15, 2012. The bid cost and final cost of each project are listed below.

Project Name	BID Per Project	Final COST
FC2: Suburban and Monte Carlo	\$338,694.70	\$370,663.59
SC2 Lewis and Harrison	\$427,083.60	\$401,842.04
BC10: Normal	\$57,796.00	\$49,145.00
SC3: Pintail and Gadwell	\$156,266.20	\$163,749.18
SC3: Greenway and Canvasback	\$213,998.90	\$183,174.08
SC2: Lincoln and Normal	\$15,069.60	\$16,769.60
TOTAL	\$1,208,909.00	\$1,185,343.49

Revenues - Bond and CIP	\$2,352,366
Stormwater Plan/Design/Inspection	(\$602,853)
Willis Contract: 2011 Storm Projects	(\$1,208,909)
Utility/Easements/Bldg Demo	(\$19,961)

Equipment Rental	(\$16,114)
Property Purchased	<u>(\$30,027)</u>
Funds available for 2013 Projects	\$474,502

The Engineering Division of Public Works completed the design, inspection and provided the project management of the Bear Creek 9 project in 2012. It is listed as priority 15 in the substantial storm water report.

Bear Creek 9 is a Community Development Block Grant project. It is a recommended project in the substantial report. This project was funded using transportation sales tax, storm water fund, capital improvement sales tax and general fund, including a \$300,000 grant from the Missouri Economic Development Department.

Willis Brothers was awarded this project based on a bid of \$538,606 in June 2012. The construction of this project was completed on October 16, 2012 for \$554,351.

Remaining Projects	Est. Cost
SC2:Lincoln Square	\$909,000
SC7: Elson South of Potter	\$247,000
SC2: Bradford to Manor	\$1,048,000
BC4:College Park	\$450,000
BC6: Lewis to Halliburton	\$120,000
SC3: Dear Street	\$111,000
SC2:Baltimore and Washington	\$615,000
SC3:East Meadow Lane	\$205,000
FC2:Pheasant Drive	\$342,000
BC:10 Randolph Street	\$208,000
SC4: New Street- Florence	\$0
SC3:Kings- Queens Road	<u>\$88,000</u>
	\$4,343,000

In addition, Bartlett and West completed the design of College Park and Circle Drive in September, 2012 including the 90 percent design of SC2: Cottage Grove and SC7: Elson St. City staff decided to delay the construction of the Cottage Grove and Elson Street projects because of the costs. We will apply for FEMA mitigation funds at a later date in the amount of \$350,000.00.

The direction from the Council at this point is to move forward with storm drainage improvements in College Park Drive. This will be our only stormwater project in 2013.

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Certificate of Deposit Terms

STUDY SESSION MEETING DATE: January 28, 2013

CITY DEPARTMENT: Finance

PREPARED BY: Katie Myers, Finance Director

As of December 31, 2012 the Utility Fund had a cash balance of \$5.684 million, not including customer deposits. The forecasted balance for December 31, 2013 is expected to be \$5.419 million. The City has identified \$3.447 million in required capital reserve to fund future capital needs. The City is anticipating spending \$3.64 million in 2014 for capital expenditures, excluding SRF funded Wastewater Treatment Plant expenditures.

The City currently earns 1% on this balance in the City operating account. As of January 17, 2013, the shortest CD term available that is higher than the 1% is a fourteen (14) month CD with the Bank of Kirksville at 1.16%. This length of time may or may not delay 2014 capital needs, depending on cash flow of non-capital expenditures. If the City converts \$3.5 million to a CD it would earn an additional \$6,533, using a simple interest calculation. The other terms available are a twenty (20) month at 1.26% and a thirty (30) month at 1.5%

The lowest cash balance in 2012 was the month of June, ending at \$4.789 million. If \$3.5 million was in a CD that month, there would have been an available balance of \$1.289 million to pay for operating expenses. The \$1.289 million represents 20.8% of the 2013 budgeted annual operating expenditures. The policy for the General Fund is to maintain a fund balance of 17% of the operating expenditures.

The question for the council is whether to convert monies into CD. If so, then what amount and term is appropriate for the City.

INVESTMENT POLICY

I. SCOPE

This policy shall govern the investment activities of the City of Kirksville, excluding any specific funds cited or those pertaining to investments of employees' retirement funds or proceeds from certain bond issues.

Pooling of Funds. Except for cash in certain restricted, fiduciary or special funds, the City will consolidate cash balances from all funds to maximize investment earnings. Investment income will be allocated to the various funds based on their respective participation and in accordance with generally accepted accounting principles.

External Management of Funds. Investment through external programs, facilities and professionals operating in a manner consistent with this policy will constitute compliance.

II. GENERAL OBJECTIVES

The primary objectives, in priority order, of investment activities shall be safety, liquidity, and yield:

Safety. Safety of principal is the foremost objective of the investment program. Investments shall be undertaken in a manner that seek to ensure the preservation of capital in the overall portfolio. The objective will be to mitigate credit risk and interest rate risk.

- **Credit Risk.** The City will minimize credit risk, the risk of loss due the failure of the security issuer or backer, by:
 - . Pre-qualifying the financial institutions, broker/dealers, intermediaries, and advisors with which the City will do business.
 - . Diversifying the portfolio so that potential losses on individual securities will be minimized.

- **Interest Rate Risk.** The City will minimize the risk that the market value of securities in the portfolio will fall due to changes in general interest rates, by:
 - . Structuring the investment portfolio so that securities mature to meet cash requirements for ongoing operations, thereby avoiding the need to cash in unmatured investments or sell securities on the open market prior to maturity.

. Investing operating funds primarily in shorter-term securities.

Liquidity. The City's investment portfolio shall remain sufficiently liquid to enable the City to meet all operating requirements that may be reasonably anticipated. This will be accomplished by structuring the portfolio so that investments mature concurrent with cash needs to meet anticipated demands (static liquidity). Since all possible cash demands cannot be anticipated, the portfolio should consist largely of investments with active secondary or resale markets (dynamic liquidity). A portion of the portfolio also may be placed in bank deposits or repurchase agreements that offer same-day liquidity for short-term funds.

Yield. The City's investment portfolio shall be designed with the objective of attaining a market rate of return throughout budgetary and economic cycles, taking into account the investment risk constraints and liquidity needs. Return on investment is of secondary importance compared to the safety and liquidity objectives described above. The core of investments are limited to relatively low risk securities in anticipation of earning a fair return relative to the risk being assumed. Securities shall not be sold prior to maturity with the following exceptions:

- . A security with declining credit may be sold early to minimize loss of principal.
- . A security swap would improve the quality, yield, or target duration in the portfolio.
- . Liquidity needs of the portfolio require that the security be sold.

III. STANDARDS OF CARE

Prudence. The standard of care to be used by investment officials shall be the "prudent person" standard and shall be applied in the context of managing an overall portfolio. Investment officers acting in accordance with written procedures and this investment policy and exercising due diligence shall be relieved of personal liability for an individual security's credit risk or market price changes, provided deviations from expectations are reported in a timely fashion to the governing body and the liquidity and the sale of securities are carried out in accordance with the terms of this policy.

Investments shall be made with judgment and care, under circumstances then prevailing, which persons of prudence, discretion and intelligence exercise in the management of their own affairs, not for speculation, but for investment, considering the probable safety of their capital as well as the probable income to be derived.

Ethics and Conflicts of Interest. City staff involved in the investment process shall refrain from personal business activity that could conflict with the proper execution and management of the investment program, or that could impair their ability to make impartial decisions. City staff involved in the investment process shall disclose any material interests in financial institutions with which they conduct business. They

shall further disclose any personal financial/investment positions that could be related to the performance of the investment portfolio.

Delegation of Authority. Authority to manage the investment program is granted to the City's Finance Director as investment officer. Responsibility for the operation of the investment program is hereby delegated to the investment officer, who shall act in accordance with the established written procedures and internal controls for the operation of the investment program consistent with this investment policy. Procedures should include references to: safekeeping, delivery vs. payment, investment accounting, repurchase agreements, wire transfer agreements, and collateral/depository agreements. No person may engage in an investment transaction except as provided under the terms of this policy and the procedures established by the investment officer. The investment officer shall be responsible for all transactions undertaken and shall establish a system of controls to regulate the investment activities.

IV. INVESTMENT TRANSACTIONS

Authorized Financial Institutions. The purchase of City investment securities will be on a competitive basis from financial institutions which have branches located within the City limits of Kirksville or from the State of Missouri investment pool. A list will be maintained of financial institutions authorized to provide investment transactions.

Internal Controls. The investment officer is responsible for establishing and maintaining an internal control structure that will be reviewed annually with the City's independent auditor. The internal control structure shall be designed to ensure that the assets of the City are protected from loss, theft or misuse and to provide reasonable assurance that these objectives are met. The concept of reasonable assurance recognizes that (1) the cost of control should not exceed the benefits likely to be derived and (2) the valuation of costs and benefits require estimates and judgments by management.

V. PORTFOLIO

Investments. The City will limit its purchase of investment securities to those which are of the highest quality, including, but not limited to the following instruments:

- U.S. Treasury Bills, Notes and Bonds
- Certificates of Deposits (collateralized)
- Government Repurchase Agreements

Collateralization. All Certificates of Deposits and Repurchase Agreements will be fully collateralized at 105%. The securities acceptable to be used as collateral are described in Missouri Statutes 30.270, Part 1, with the exception of items 6 and 7.

All securities, which serve as collateral against the deposits of a depository institution, must be safekept at a non-affiliated custodial facility. Depository institutions pledging collateral against deposits must, in conjunction with the custodial agent, furnish the necessary custodial receipts within five business days from the settlement date.

The City shall have a *depository contract and pledge agreement* with each safekeeping bank that will comply with the Financial Institutions, Reform, Recovery, and Enforcement Act of 1989 (FIRREA). This will ensure that the City's security interest in collateral pledged to secure deposits is enforceable against the receiver of a failed financial institution.

Investment Restrictions and Prohibited Transactions. To provide for the safety and liquidity of the City's funds, the investment portfolio will be subject to the following restrictions:

- Borrowing for investment purposes ("Leverage") is prohibited.
- Instruments known as Structured Notes (e.g. inverse floaters, leveraged floaters, and equity-linked securities) are not permitted. Investment in any instrument, which is commonly considered a "derivative" instrument (e.g. options, futures, swaps, caps, floors, and collars), is prohibited.
- Contracting to sell securities not yet acquired in order to purchase other securities for purposes of speculating on developments or trends in the market is prohibited.

VI. INVESTMENT PARAMETERS

Diversification. Investments shall be diversified to minimize the risk of loss resulting from over concentration of assets in specific maturity, specific issuer, or specific class of securities. Diversification strategies shall be established and periodically reviewed.

Maximum Maturities. To the extent possible, the City shall attempt to match its investments with anticipated cash flow requirements. Because of inherent difficulties in accurately forecasting cash flow requirements, a portion of the portfolio should be continuously invested in readily available funds such as in bank deposits or overnight repurchase agreements to ensure that appropriate liquidity is maintained to meet ongoing obligations.

Generally, the City will maintain approximately 75 percent of the City's cash reserves in short-term investments of less than one-year maturities. Long-term investments of up to two years shall be limited to approximately 25 percent of the City's investments. At no time shall funds from the City's pooled cash account be invested for a length to exceed two years without the prior approval of the City Council.

VII. REPORTING

Reports. At least quarterly, the investment officer shall prepare an investment report, including a management summary that provides an analysis of the status of the current investment portfolio and transactions made by the investment officer over the last quarter. This report shall be provided to the City Council and will include the following:

- Listing of individual securities held at the end of the reporting period.
- Realized and unrealized gains or losses resulting from appreciation or depreciation by listing the cost and market value of securities over one-year duration (in accordance with Government Accounting Standards Board (GASB) 31 requirements). [Note, this is only required annually]
- Average weighted yield to maturity of portfolio on investments as compared to applicable benchmarks.
- Listing of investment by maturity date.
- Percentage of the total portfolio which each type of investment represents.

Performance Standards. The investment portfolio will be managed in accordance with the parameters specified within this policy. The portfolio should obtain a market average rate of return during a market/economic environment of stable interest rates. A series of appropriate benchmarks may be established against which portfolio performance shall be compared on a regular basis.

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Kirksville Aquatic Center Hours of Operation

STUDY SESSION MEETING DATE: February 4, 2013

CITY DEPARTMENT: Aquatics

PREPARED BY: Melanie Smith, Assistant City Manager

Each year the Aquatic Center struggles to keep its operating budget as reasonable as possible. Historically, the pool has operated as a special revenue fund with the intent of making enough money to cover all operational expenses. However, most municipal pools have a difficult time breaking even or making money due to the large operational costs including personnel and overhead and ours is no different. The Council has transferred more than \$100,000 annually to the Aquatic Center budget to help offset its expenses. It was decided in 2012 that the Aquatic Center would no longer be a special revenue fund but would be part of the General Fund.

We have attempted to keep the pool expenses consistent for the past several years but with the increase in minimum wage and utility expenses, it is getting more difficult to control costs. During the budget meetings for 2013, we briefly discussed looking at other ways to decrease costs including a reduction in hours of operation. Many recreational facilities across the nation have moved to reduced hours and/or days of service in an effort to control expenses and keep admissions affordable. The Aquatic Center has several options that should be considered regarding hours of operation for 2013. The figures below include personnel costs only; each would also have slight savings for chemicals and utilities. Other options that can be explored to keep the Aquatics budget balanced would be an increase in admission fees and passes.

Option 1: Facility Closed on Monday

Monday typically has the lowest patron numbers each week. The personnel costs vary from Summer to Winter because we have fewer lifeguards on duty during the winter.

	Winter	Summer	Total Savings:
Personnel Cost per day	\$149.70	\$682.25	
Total Savings	\$6,137.70	\$8,187.00	\$14,324.70

Option 2: Change Opening time to 1 pm daily

Currently the facility opens at noon, Monday – Saturday. There is currently a small dedicated group (4-6 people) who participate in the Arthritis class that meets at noon but crowds are otherwise small year-round from noon- 1 pm.

	Winter	Summer	Total Savings:
Personnel Cost per day	\$14.90	\$82.50	

Total Savings	\$3,650.50	\$5,692.50	\$9,343.00
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Option 3: Change Opening time to 1 pm for Outdoor Pool Only

This option would allow the classes that use the indoor pool to continue uninterrupted but would change the opening time for the Outdoor Pool to 1 pm.

	Winter	Summer	Total Savings:
Personnel Cost per day	\$0	\$75.05	
Total Savings	\$0	\$5,178.45	\$5,178.45

Option 4: Drain and close indoor pool during summer season

Once the Outdoor Pool was open and operational, the indoor pool could be closed. This option would force all classes and lessons to use the outdoor pool. The patrons that use the indoor pool for therapeutic reasons would have difficulty using the outdoor pool until late in the season due to water temperatures.

	Winter	Summer	Total Savings:
Personnel Cost per day	\$0	\$37.25	
Total Savings	\$0	\$2,746.65	\$2,746.65

Option 5: Wading Pool Options

The City currently has three wading pools located in neighborhood parks. These pools are free to the public and have varying hours. Brashear Park is open Monday through Saturday from 2-6 pm. Jaycee Park is open Tuesday, Thursday and Saturday from 2-6 pm. PC Mills Park is open Monday, Wednesday and Friday from 2-6 pm.

Personnel Cost per day		Closing all Wading Pools for season	\$8,996.91
Brashear Park	\$48.43	Closing Brashear for Season	\$3,341.67
Jaycee Park	\$40.98	Closing Jaycee for Season	\$1,434.30
PC Mills Park	\$40.98	Closing PC Mills for Season	\$1,393.32
		Open all Wading Pools for Saturday and Sunday Only	\$5,867.55

Option 6: Increase Summer Hours on Sunday to 1-7

Currently, the Aquatic Center is open on Sunday only during the summer from 1-5 pm. Many patrons have expressed interest in the facility staying open later on Sunday. This option is an added cost to the facility but should be considered if hours are reduced on other days.

	Winter	Summer	Total Cost:
Personnel Cost per day	\$0	\$179.70	
Total Cost	\$0	\$2,156.40	\$2,156.40