

CITY COUNCIL STUDY SESSION

TO: Mayor and City Council
FROM: Mari E. Macomber, City Manager ^{MSM}

SESSION DATE: November 24, 2008
TIME: 5:30 p.m.
PLACE: Second Floor Conference Room

AGENDA:

- **HIT Update**
- **Law Enforcement Policies Update**
- **Airport Marketing Plan**
- **Newsletter Review – November 21, 2008**

HIT UPDATE

In August the City Council approved the execution of an agreement with Human Identifications Technologies of Missouri (HIT-Missouri) for the creation of a DNA laboratory for the City of Kirksville that would be part of the Kirksville Police Department operations.

Since that time, staff has been working with HIT-Missouri to implement the terms of that agreement. On Monday evening, Police Chief Jim Hughes will give the Council an update of the progress of this partnership. He will be providing the Council with a timeline of when further activities will occur that will lead to the operation of the ASCLD/LAB – International Accredited Forensic DNA Laboratory.

Included for your information are some of the more important terms of the agreement.

Recommended Action

No action is requested.

LAW ENFORCEMENT POLICIES UPDATE

In April, the Council approved a number of changes to Chapter 4 (alcoholic beverages), Chapter 5 (animals and fowl) and Chapter 15 (motor vehicles and traffic). Some of these changes were a result of citizen input and others were those identified by staff as needing modification. The focus of the changes centered on four areas:

- o Update definitions and other language to be more consistent with State Law.
- o Create a new “boot ordinance” that will permit the immobilization of a vehicle that

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- o has three or more outstanding unpaid/overdue parking tickets.
- o Identify a new class of vehicle, “motorized play vehicle” (e.g. mini-motorcycles/pocket bikes) and restrict their use.
- o Clarify skateboard use on City Streets downtown.

We will be giving the Council a brief update on the status of these changes.

Recommended Action

No action required.

AIRPORT MARKETING PLAN

In 2007, the City Council authorized the allocation of \$10,000 to go toward the marketing of the airline services. The commitment from the Council was this annual allocation for a five year period. With these funds, the City has been able to apply for other grant sources. The City received a grant award from the Small Community Air Service Development Program (USDOT), State Aviation Trust Fund (MODOT), and an annual \$5,000 from Lambert International Airport. These funds coupled with the \$10,000 have given the City \$87,000 to spend in 2009 to market the airport.

A committee of individuals including representatives from Air Choice One, Chamber of Commerce Tourism Office, Chamber Economic Development Committee, Airport Director and Assistant to the City Manager has been meeting on a regular basis to develop a marketing plan. They have received proposals from local vendors and pricing for a comprehensive marketing plan.

We will be sharing the details with the Council before everything is finalized. Included with this Study Session Packet is a summary report from Cherie Bryant, and a proposed Airport Marketing Plan including.

NEWSLETTER REVIEW – November 21, 2008

Attachments

- Agreement Highlights for DNA Laboratory – pgs. 3-4
- Staff Report – Airport Marketing Plan – pg. 5
- Airport Marketing Plan pgs. 6-8

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KEY ELEMENTS OF AGREEMENT WITH HIT

Term of Agreement: The initial term of this Agreement shall be for a period of 15 years

City Employee Hiring Service Agreement: HIT-M agrees to identify and train all City laboratory employees, to include, but not be limited to:

- Forensic Scientists
- Laboratory Technicians
- Technical and Administrative Staff
- Other Administrative Staff

Laboratory Employee Compensation: The City shall be responsible for paying all compensation costs for City laboratory employees.

City Laboratory and Office Space Leasing Agreement: The City will from HIT-M and HIT-M shall make available a building with a minimum of 5,000 sq. ft. for the purpose of establishing an ASCLD/LAB – International Accredited Forensic DNA Laboratory.

- Two administrative offices
- Office space for up to 8 staff
- 2 restrooms
- Conference room
- Evidence Storage Space

DNA Testing Services for the City of Kirksville: The City will be allowed to test 15 DNA samples per month that originate from the City free of charge.

City DNA Data Review Service Agreement: HIT-M will reimburse the City for all costs directly associated with DNA Data Review services. For all DNA Data Review services provided by the City for CODIS eligible DNA samples that do not originate from the City, the City shall pay HIT-M according to the payment schedule as outlined in Attachment 3: Data Review Fee Schedule. All CODIS eligible DNA profiles must be uploaded into the CODIS database by the City after the DNA Data Review process is complete.

City DNA Testing Service Agreement: HIT-M will reimburse the City for all costs directly associated with DNA Testing services. For all DNA testing services provided by the City for DNA samples that do not originate from the City, the City shall pay HIT-M an initial fixed price of \$1,200.00 per sample plus rush fees where applicable.

City DNA Testing Services: The City will offer unlimited DNA testing services to all law enforcement agencies within the United States.

Forensic Consulting/Testing Services: The City will initially charge \$250 per hour for all forensic consulting services including but not limited to non-DNA testing services, plus

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incidental expenses where applicable.

City Employee Training Service Agreement: HIT-M shall provide employee training for each category of employment

City Equipment Lease Agreement: HIT-M hereby agrees to provide all equipment necessary for the operation of the City's ASCLD/LAB.

City Equipment Maintenance and Calibration Agreement: HIT-M will provide all necessary equipment maintenance and calibration services.

City Lease Hold Improvement Agreement: HIT-M shall make all necessary and appropriate improvements to the lease hold building.

City Start-up Costs/Disposables Laboratory Budget: The City will pay HIT-M for start up costs/disposables

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KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: 2009 Marketing Plan for Kirksville Regional Airport

STUDY SESSION MEETING DATE: November 24, 2008

CITY DEPARTMENT: Economic and Community Development

PREPARED BY: Cherie Bryant, Assistant to the City Manager

2009 Marketing Plan for Kirksville Regional Airport (IRK)

The City was recently awarded a \$42,000 marketing grant from the State Aviation Trust Fund. Monies are to be exhausted exclusively on IRK advertising and marketing. In January of 2008, the City was also awarded a \$30,000 grant from the U.S. Department of Transportation's Small Community Air Service Development Program to market the airport until 2010. The City matched the grant with \$10,000, paid out in \$5,000 this year and again next year. St. Louis Lambert International Airport awarded the City with a \$5,000 grant for FY 2008-2009 to be used specifically on marketing activities. A total of all grant monies to be expended on marketing equals a sum of \$87,000.

The City of Kirksville recognizes the need to market Kirksville Regional Airport as a major project that will enhance Kirksville, Missouri as the hub of Northeast Missouri. The 2009 Marketing Plan intends to optimize resources by focusing on target audiences, i.e. college students, faculty, business persons and area residents. Focus of advertising will be centered on the following aspects: Increased brand awareness; increased public participation levels; utilization by students, faculty, business persons and area residents; and increased economic development in and around Kirksville Regional Airport.

The attached 2009 IRK Marketing Financial Structure illustrates the Proposed Budget and the Projected Budget for all tentative activities. The City plans on spending \$8,876 on Radio, \$9,751 on Billboards, \$2,700 on Cable, \$15,000 on KTVO, \$2,000 on Postage, \$2,000 on the Grand Opening Celebration, \$5,000 on Junkets, \$648 on the Chamber Newsletter (6 mo), and \$40,000 on a new LED sign for a grand total of \$85,975.

The attached 2009 IRK Marketing Plan explains our outcome based strategy. The City also identifies factors hindering IRK marketing efforts, historical and current. The IRK Marketing Objectives, Public Relations Techniques and Proposed Marketing Activities are also declared.

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Kirkville Regional Airport Marketing Plan 2009

Executive Summary

The City of Kirkville recognizes the need to market Kirkville Regional Airport as a major project that will enhance Kirkville, Missouri as the hub of Northeast Missouri. The 2009 Marketing Plan intends to optimize resources by focusing on the defined target audiences. In order to gain information regarding this project a thorough analysis needs to be completed. Focus of improvement needs to be centered on the following aspects:

- Increased brand awareness
- Increased public participation levels
- Utilization by students, local citizens and businesspeople
- Increased economic development in and around Kirkville Regional Airport

Marketing Strategy

The marketing strategy clearly identifies target audiences, message developments, formats and mediums for each focus area.

The City of Kirkville, Missouri gave the following charge:

- ◆ A marketing strategy needs to be developed for the Kirkville Regional Airport.
- ◆ The marketing strategy should support the operational, economic and financial feasibility of the Kirkville Regional Airport.
- ◆ Monitoring and evaluation mechanisms should be built into the strategy.

Requirements for an outcome based marketing strategy

The following elements should be adhered to in the developing of the marketing strategy:

- ◆ The effectiveness of the marketing strategy should be well defined.
- ◆ The Kirkville Regional Airport marketing strategy should support the City of Kirkville's position as the hub of Northeast Missouri.
- ◆ The marketing strategy should enhance and build the Kirkville Regional Airport brand.

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- ◆ The strategy should be goal driven.
- ◆ All objectives should be achievable and accountable.

Factors hindering Kirksville Regional Airport marketing efforts

- ◆ Historical lack of focus in terms of marketable service offerings.
- ◆ Many potential customers are unaware of the Kirksville Regional Airport.
- ◆ Customer needs have not been assessed and therefore customer satisfaction is largely ignored.
- ◆ Kirksville Regional Airport has no real aesthetic appeal and is therefore difficult to market.

Kirksville Regional Airport Marketing Objectives

Primary Objectives

- ◆ Establishment of the Kirksville Regional Airport Brand
- ◆ Create awareness of services offered
- ◆ Associate Kirksville Regional Airport as a major project of the City of Kirksville
- ◆ Increase economic development in the airport vicinity
- ◆ Improve signage in and around the airport
- ◆ Increase the number of events at the airport
- ◆ Create a marketable aesthetic appeal in the airport vicinity
- ◆ Ensure the brand is clearly visible at the airport
- ◆ Ensure billboards are located on major roads
- ◆ Promote a customer satisfaction on-line survey for feedback purposes
- ◆ Primary target should be Truman State University and A.T. Still University
- ◆ Secondary target should be local business persons and area residents

Public Relations Techniques

- ◆ Press releases
- ◆ Television advertisements
- ◆ Radio advertisements
- ◆ Brochures
- ◆ Quarterly newsletter
- ◆ Website utilization
- ◆ Interactive lobbying
- ◆ Print advertising
- ◆ Billboard signage

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Proposed Marketing Activities

- ◆ Grand Opening Celebration
- ◆ Coordinate with Air Choice One for special advertisements during Spring Break, Thanksgiving, Christmas and Summer Break.
- ◆ Display air services at exhibitions, shows and special events

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Kirksville Regional Airport
Marketing Financial Structure
2008-2009

Revenues

Marketing Grant	\$72,000
Survey Analysis	(\$30,000)
SCASDA Grant	\$30,000
City of Kirksville	\$10,000
Lambert Grant	\$5,000
Total	\$87,000

	Proposed Budget	Projected Budget
Radio		
KRXL, KTUF, KIRX		\$5,876
Jingle		\$2,600
1/09-6/09		(\$2,600)
KBIA		\$3,000
Subtotal	\$9,000	\$8,876

Billboard

Lamar		
Locations: Moberly, Macon, Edina, Brookfield		
6 month show		\$6,000
Poster Flex Vinyls		\$500
1/09-6/09		

Baker		
Location: Hwy 6 West-KV		
6 month show		\$1,200
Color Wrap		\$500
Installation		\$256
1/09-6/09		

Air Show Billboard		
Lamar		
Locations: Macon, Edina, Lancaster		
3 month show		\$795
Poster Flex Vinyls		\$500
7/09-9/09		
Subtotal	\$10,000	\$9,751

Cable

Commercial (2)		\$300
50 spots per month for		
1 yr		\$2,400
1/09-12/09		

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Subtotal	\$3,000	\$2,700
KTVO		\$15,000
1/1/09-3/1/09		
8/1/09-10/1/09		
Subtotal	\$15,000	\$15,000
Postage		
Letter to TSU Faculty (350 total) 1/1/2009		\$144
Other		\$1,856
Subtotal	\$2,000	\$2,000
Grand Opening		
VIP Plane Rides		\$2,000
Subtotal	\$2,000	\$2,000
Junkets		
Trips to STL		\$5,000
Subtotal	\$5,000	\$5,000
Chamber Newsletter		
Every other month for 1 yr		\$300
Printing (6 reams)		\$36.00
Ink Cartridges		\$312
Subtotal	\$1,000	\$648
LED Sign at Airport		
Subtotal	\$40,000	\$40,000
Total	\$87,000	\$85,975

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