

CITY COUNCIL STUDY SESSION

TO: Mayor and City Council

FROM: Mari E. Macomber, City Manager

SESSION DATE: December 12, 2016

TIME: 6:00 pm

PLACE: Council Chambers

AGENDA:

- **NORTHEAST CRISIS INTERVENTION TEAM (CIT) REPORT**
- **CREDIT CARD POLICY**
- **PIO INFORMATION**
- **PARK SALES TAX UPDATE**
- **REVIEW NEWSLETTERS –**

NORTHEAST CRISIS INTERVENTION TEAM (CIT) REPORT

A crisis intervention team (CIT) is a component of community policing that brings together those organizations that deal with individuals who are in crisis. Organizations like law enforcement, hospital emergency personnel, mental health providers and individuals with mental illness and their families. The focus of a CIT is to provide cooperative community partnership and a coordination of community services for people with mental illness and/or substance abuse. Law enforcement are the first responders in many instances when situations occur with individuals with mental illness. CIT helps to provide a better response and better services to these individuals in these situations. Through a yearlong process, Chief Hughes and others have been working to improve our response to this segment of the population and have completed the process, obtaining recognition as a crisis intervention team. Chief Hughes and others from the Police Department will be present to provide you an overview of the program, explain why it is important and answer any questions you might have.

CREDIT CARD POLICY

The City established a credit card policy in 2011. This policy was established to govern the usage of the City's credit cards and accounts in addition to maintaining a log of authorized users by department. For years, the use of a credit card had been restricted to use by the City Manager. When the credit card policy was established in 2011 it was intended for it to be used for those products that were not available for purchase any other way other than credit card. As a governmental entity, we have been very fortunate to be able to use our government status for instant credit. However, as technology has changed and access to goods and services has evolved, we are finding more and more vendors are not accepting purchase orders, but rather expect the use of credit cards.

We have been very careful in our use of credit cards limiting their use as much as possible. Lacy King will be in attendance at the Council Study Session to talk about the current policy and ways that we want to change the policy to allow City operations to continue to flow smoothly, while maintaining as much financial control as possible.

If the Council is agreeable, we will present revisions to the Council Policy #31 in the near future for formal approval by the City Council.

PIO INFORMATION

We began talking with the Council about improving our public information approach in July 2013. Over the course of 2014, we began looking at streamlining the press release process, implementing this approach at the beginning of 2015. We also renegotiated our contract with Truman Media Network to continue to record Council meetings, and in addition allow the rebroadcast of their News 36 on our Cable Channel. This opened up opportunities for us to get City news out through another venue. Another change that occurred was the use of consistent branding on information presented by the City, the most recent example was the public information pieces prepared for the ½ cent Economic Development Sales Tax.

These last few months, staff has been working on revising our Cable Channel 3 Policy expanding it into a more comprehensive public information policy. Our goal for this policy is to have the tools in place that will guide department personnel. One component of this public information policy is the Style Guide, which is a set of standards for writing and designing documents. As a City we need to present a uniform presence from the letterhead that is used to the format of informational brochures. One reason is to easily identify that it is from the City and the other is for efficiency. Individual departments do not need to be spending time developing their own flyers, brochures, website pages, press release forms, etc. The Policy will also make it clear on expectations of everyone who communicates with the public.

After receiving support from the Council to proceed, the Policy is nearing completion. Included with this packet is the proposed policy. Ashley Young will review the policy with the City Council and if you are agreeable we will move it forward for formal approval in the near future.

PARK SALES TAX UPDATE

During the Council Planning meeting, you discussed the possibility of seeking a parks sales tax for the purpose of funding both parks and recreation efforts and either improvements to the existing aquatic center or the construction of a new facility. As a reminder the aquatic center was found to need some significant work. Work that includes addressing: chemical storage, electrical circuits, drainage, piping and assurance of compliance with state and federal laws, including compliance with the Virginia Graeme Baker Act.

Since that meeting, staff has been working to gather information for the City Council, information so the Council can determine whether or not to move forward with this tax.

Efforts have been focused on meeting with various community organizations to gauge their opinions on whether or not, in their opinion, should the City present a parks sales tax question to the voters. Two meetings were held on November 30 and December 1. Ashley Young will provide a summary report of the results of those two meetings. Mayor Pro Tem Biston attended these meetings, and can give the Council his perspective on the results of the meetings.

As a reminder, the citizens of Kirksville approved a one-half cent parks and recreation sales tax for the purpose of funding the construction of an aquatic center. This tax was approved but had a three year sunset. This meant that additional costs of the facility were borne through other City sources, and/or the cost of the facility reduced.

The City presented a one-quarter cent parks and recreation sales tax to the voters again in 2008. This measure was defeated by a slim margin.

If the Council is agreeable, City staff will continue to work on gathering input and also formulating a plan as to how the funds from a parks and recreation tax would be used. A plan that would provide assurance to the citizens.

REVIEW NEWSLETTER

Attachments

- Crisis Intervention Team (CIT) Report
- Map of Missouri CITs
- NEMO CIT Advisory Council
- Credit Card Policy Report
- Public Information Policy Report
- Public Information Policy
- Parks Sales Tax

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Crisis Intervention Team Update

STUDY SESSION MEETING DATE: December 12, 2016

CITY DEPARTMENT: Kirksville Police Department

PREPARED BY: Chief Jim Hughes

During the week of October 17th, the Kirksville Police Department, in collaboration with the newly formed NEMO CIT/Mental Health Council, conducted a local 40 hour basic CIT academy. The academy was the second in the State of Missouri to utilize new curriculum guidelines from MO CIT. MO CIT is the State governing body for the development and implementation of CIT programs in Missouri.

CIT is short for Crisis Intervention Team, and is part of a nation-wide movement developed in Memphis, Tennessee. CIT provides law enforcement with the tools, and support structure, to assist anyone experiencing, either directly or indirectly, a behavioral health crisis. Behavioral health based calls are increasing and often account for a large percentage of total police, and other service provider, calls.

A year in the making, the training was attended by representatives from eleven local agencies. Students participated in individual classes, taught by local, regional and state subject matter experts, covering 25 different/diverse topics (a copy of the curriculum is attached).

Along with the already established and operating NEMO CIT/Mental Health Council (composed of 22 local agencies), this academy was the last major hurdle to Kirksville/Adair County being formally recognized as a functional CIT Program; the first north of Highway 36 (see attached map).

Agencies in attendance included:

- Kirksville Police Department
- Mark Twain Behavioral Health
- Adair County Sherriff's Office
- Truman State University
- Missouri State Highway Patrol
- Edina Police Department
- Knox County Sheriff's Department
- Scotland County Sheriff's Department
- Clarence Police Department
- Office of the Adair County Prosecutor
- Bruce Normile Juvenile Justice Center

NEMO CIT/MENTAL HEALTH ADVISORY COUNCIL

POST Certified Basic CIT Curriculum - Schedule of Classes

October 17, 2016 - October 21, 2016

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|----------|---|---|--|---|--|
| 8:00 AM | Overview - Pretest Police Chief Jim Hughes Confirmed | Hospital Procedures Dan Holt-NRMC Confirmed | Intellectual Disabilities Sue Gibson Confirmed | Aging-Alzheimers Cullifer-DMH Confirmed | De-Escalation Roll Plays Lt. Mark Wellman Confirmed |
| 9:00 AM | CIT-Officers Point of View Lt. Mark Wellman Confirmed | Veterans Issues Dr. Lovey-Lukefehr N.M.H.C. Confirmed | Autism Spectrum Disorder Jaimie Miller-Judevine Confirmed | Community Resources Vorhees-BNJJC Confirmed | "" "" Confirmed |
| 10:00 AM | Overview - Civil Involuntary Detention Laws Judge Swaim-Confirmed | PTSD Dr. Lovey Confirmed | De-Escalation-Confirmed Sgt. Matherne, JCPD/SGT Romo, St. Louis Co. Pd | Youth Intervention Vorhees-BNJJC Confirmed | "" "" Confirmed |
| 11:00 AM | Guardianship/Power of Attorney Judge Swaim-R. Noe Public Admin Confirmed | Officer Wellness-Self Care Adkins MTBH-Hughes KPD Confirmed | "" "" Confirmed | Lived Experience Salmons-MTBH Confirmed | "" "" Confirmed |
| 12:00 AM | Lunch FFA | Lunch-Provided Baker's Barbecue | Lunch Colton's | Lunch-Provided Frank | Lunch Frank |
| 1:00 PM | Overview Mental Health Disorders Higgins, TSU-Salmons, MTBH Confirmed | Excited Delirium Leslie Gray Confirmed | De-Escalation-Cont. Romo/Matherne Confirmed | Lived Experience-Cont. Salmons, MTBH Confirmed | Building Trust & Legitimacy in Diverse Communities Underwood, KPD Confirmed |
| 2:00 PM | "" "" | Site Visits Confirmed | "" "" Confirmed | Medication Logan Schmitz HyVee Confirmed Pharmacy | Substance Abuses/Co- Occuring Disorders PFH Guyton/Stockwell Confirmed |
| 3:00 PM | "" "" | "" "" Confirmed | Tactical Planning-Liability SGT Romo, St. Louis Co. PD Confirmed | Suicide Intervention Higgins, TSU-Salmons, MTBH Confirmed | "" "" Confirmed |
| 4:00 PM | Suicide by Cop Mike Krohn | "" "" Confirmed | CIT Reports/Supervision SGT Romo, St. Louis Co. PD Confirmed | "" "" Confirmed | Graduation/Test |
| 5:00 PM | | | | | |

Class size will be limited to 40 attendees/participants

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: #31 Credit Card Policy

STUDY SESSION MEETING DATE: December 12, 2016

CITY DEPARTMENT: Finance

PREPARED BY: Lacy A. King, Finance Director

The Credit Card Policy was created in 2011 to address the use of City credit/purchase cards for certain types of goods and services. Over the last five years, the City usage for such cards and charge cards has expanded immensely with the industry decrease of accepting purchase orders to be paid by City checks. Certain businesses will only allow purchases by credit cards or the receipt of payment before an item is shipped or delivered to the City. In other cases, travel reservations can only be secured with the use a credit card and at times exceed the allowable limit.

Since the original policy was created, there have been more and more opportunities for unauthorized purchases and fraudulent activity in the credit card industry. Therefore, the policy should be amended to reflect current industry standards and operational uses for City usage, which include reasonable limitations. As companies have embraced the use of corporate cards and the issuance of company credit cards to its employees, laws and regulations have evolved to address fraudulent charges, employee/company responsibility and security measures required for usage.

The City has implemented various forms of usage over the last several years, from department issued cards to on-line purchases being made by only the Finance Department, when it is impractical, inefficient or impossible to follow the normal payment process. As long as the credit card industry continues to evolve, the City will be required to change with it to maintain best practices.

There is no guarantee the City will be free from all forms of fraudulent activity or face issues with vendors on credit card purchases; however, the City can be proactive and amend its current credit card policy which outlines procedures for the best usage of such to protect itself and employees.

CREDIT CARD POLICY

The City of Kirksville (the City) credit card is a purchase card system benefiting the City and the City's authorized user of the credit card by allowing purchases to be made from vendors for certain types of goods and/or services that are not available through other procurement means or from other vendors.

I. Policy

Usage of the City's credit card is allowed at the discretion of the City Manager or Finance Director to current employees who are granted City purchasing authority. Delegation of City purchasing authority governs the use of the credit card as a tool for purchasing materials and services costing less than \$500; use of this card is restricted to the purchasing of those goods or services that **cannot** be procured through normal procedures. All goods and services purchased by the City should be acquired through credit extended by the City's vendors to the City whenever possible and paid by approved invoice within the agreed credit terms of the vendor. The use of the credit card does not justify the payment of any sales taxes for which the City is exempt. As in all other purchases, the merchant shall be given a copy of the state tax exemption letter issued to the City and accordingly, state sales tax should not be charged. This is also applicable to all telephone and internet orders.

The card user agrees to comply with all applicable City policies and procedures and this agreement.

II. Compliance with Policy, Violations and Consequences

Purchases made under this credit card policy and agreement shall comply with the City Council Purchasing Policy.

Card user violations of this agreement or of any policy regarding the purchase of goods or services will be investigated and may result in any or all of the following actions, but not limited to: written warning, revocation of credit card privileges, cancellation of delegation of purchasing authority, disciplinary action, termination and/or criminal prosecution. Human error and extraordinary circumstances may be taken into consideration when investigating any violation of this agreement.

The City Manager, Finance Director or designees have the authority to investigate and to determine whether a violation of purchasing or credit card policy has occurred and to determine action deemed most appropriate pursuant to applicable law and/or City policy.

Violations of credit card usage include but are not limited to:

- Purchase of items for personal use

- Purchase of items in violation of the City's travel policy
- Use of the credit card for cash advances
- Exceeding the credit card account credit line limit
- Use of the credit card for purchase of more than \$500 by splitting similar purchases into more than one transaction
- Failure to return the credit card when card user is reassigned, terminated or upon request
- Failure to turn in packing slips, receipts or other back up documentation to the City Finance Department within three (3) business days of the purchase
- Sharing the credit card or card account number with unauthorized users

III. Ownership and Cancellation of the Credit Card

The credit card remains property of the issuing company. It may not be transferred to, assigned to, or used by anyone other than an authorized user of the City. Users of the credit card are accountable for the activity on the card. The issuer or the City may suspend or cancel user privileges at any time for any reason. If the user is in possession of a card, the user will surrender the credit card upon request to the City or to any authorized agent of the issuer.

IV. Receipts

It is the responsibility of each credit card user to obtain transaction receipts from the merchant each time the credit card is used, including telephone and internet charges. These are to be immediately forwarded to the City Finance Department for review and ensure eligibility for payment. Failure to provide the required documentation for payment processing may subject the user to loss of credit card privileges and may cause the amount charged to be classified as a personal purchase by the card user. The City shall keep statement data and proof of reconciliation, including receipts and packing slips, on file for a period consistent with the record retention requirements of the law.

Failure to provide receipts and allow for timely payment of the credit card purchase will also subject the purchasing department to finance charges on the charge.

V. Disputed Items

It is each user's responsibility to follow-up on any erroneous charges, returns or adjustments to ensure proper credit is given on subsequent statements.

VI. Safeguarding an Issued Credit Card

An issued credit card or card account number should always be treated with utmost care and should be kept in a secure location and protected from misuse by unauthorized users. When using the credit card for internet purchases, users should ensure that the site utilizes industry recognized encryption transmission tools.

VII. Lost or Stolen Credit Cards

If a credit card is lost or stolen, contact the City Finance Department immediately, who will make contact with the issuer and take the appropriate steps to protect the account from unauthorized purchases.

VIII. Authorization

City employees must receive approval from the City Manager and/or Finance Director to have permission to use the City's credit cards. Each department is responsible for notifying the City Finance Department of their authorized users of the City's credit card. The department will provide such a listing which includes the signature of each user to the Finance Department. Any additions or deletions to this authorized list will require same method of notification.

The credit card may be used only by City authorized users who have authority to buy goods and services on behalf of the City of Kirksville. Each user is responsible for ensuring safeguard of the credit card information.

The Finance Director helps ensure the proper use of credit cards by overseeing the City implementation and use of the card and/or account number.

IX. Responsibility of Credit Card Users

Authorized employees must use the card responsibly and in accordance with this policy.

X. Credit card user responsibilities include, but not limited to:

- Purchasing items for City of Kirksville business use only
- Never lending or sharing the credit card or card account number with unauthorized users
- Purchasing only goods and services that have received prior authorization through following of the City's requisition process and which are in accordance with the City's Purchasing Policy
- Knowing the credit card limitations and restrictions as provided by the City Finance Department
- Returning the credit card to the Finance Department, as appropriate
- Forwarding proof of purchase documents, such as sales receipts or computer print-outs, to the Finance Department immediately after internet or telephone purchase (or within three (3) days of return if on travel)

XI. Finance Department

The Finance Director and/or designee is responsible for:

- Implementation of this policy
- Timely reconciliation of credit card accounts
- Appropriate record keeping
- Handling these administrative duties:
 - Knowing the credit card limitations and restrictions

- Developing and implementing internal procedures that govern City use of the credit cards
- Sharing new program information with authorized users
- Answering questions about use of cards
- Monitoring card usage to ensure that City policies, and internal policies and procedures are being followed
- Assigning credit card privileges to authorized users
- Communicating with the City Manager when new or modified cards are necessary and requesting new cards from an approved issuer
- Communicating with the City Manager when card cancellations are necessary and terminating of accounts and individual authority to use cards

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Public Information Policy

STUDY SESSION MEETING DATE: December 12, 2016

CITY DEPARTMENT: Administration

PREPARED BY: Ashley Young, Assistant City Manager

A Public Information Policy will provide necessary guidance to City staff on how best to keep the public informed. With this in mind, City staff have produced a second draft of a Public Information Policy, and accompanying Style Guide, following your last review during the April 18, 2016 Council Study Session. Again, this will not only provide guidance on how to best inform the public, but also rebrand the City.

To review, currently only one council policy exists relating to public information: Council Policy #17 Cable TV – Channel 3. Council Policy #29 Airport Entrance Road Data Sign also dealt with public information, but was rescinded, both in anticipation of this new policy, and because the sign was relocated to the Kirksville Area Chamber of Commerce. The current Council Policy #17 is insufficient as it does not relate to other communication channels (e.g. website, email, social media, etc.). The new Public Information Policy, if approved, will replace this policy.

The new Public Information Policy provides guidance for City employees, thus ensuring professionalism and consistency in both the City's information and the City's aesthetic or public image. Additionally, the policy provides guidance on content, ensuring that the content is relevant. The policy outlines the roles and responsibilities of the Public Information Division in this process. It also specifies the communications channels the policy applies to, which are Channel 3, the City website, TextCaster, all social media sites, City email, and signage. The policy is concise in size, but specific enough to provide clear guidance.

In this draft, we also sought to address a request that came about since April 18, 2016. The Food Bank of Central and Northeast Missouri requested the City allow them to place an insert promoting their Buddy Pack program in the City's utility billing. Given that it did not increase postage costs, and given that the Food Bank paid for the cost of printing the insert, the Council agreed place the insert in the utility billing. The revised policy provides for these special requests, with Council approval.

Additionally, reference is made to the Style Guide throughout the new policy. To review, a style guide, in general, is a set of standards for the writing and design of documents, either for general use or for a specific publication, organization, or field. As it relates to the public information policy, the City's Style Guide will direct a rebranding of the City's image. We have slowly implemented this new rebranding over the past six months, and will officially rebrand, with Council approval, beginning January 2017. This Style Guide

provides not only a new City logo, color scheme, fonts, etc., but also provides guidance for City staff on everything from business cards to apparel, from vehicle decals to stationary. The Style Guide is now ready for your review during the Study Session itself.

We appreciate your guidance and input as a part of this process!

Public Information Policy

I. Mission Statement

The Public Information Policy outlines all appropriate use of communication used by the City of Kirksville. This policy establishes procedures to inform the public with limited direct, non-editorial information concerning City government, emergency response, and community events sponsored by or in a contracted partnership with the City of Kirksville.

II. Guidelines for the City of Kirksville employees

- A. Employees shall be required to use the Style Guide and branding resources provided by the Public Information Division in order to develop aesthetic consistency and community cohesion.
- B. Employees shall be responsible for educating City contracted partners on the Public Information Policy and Style Guide to ensure all guidelines are followed. Contracted partners and events must follow the City of Kirksville's Public Information Policy and Style Guide. This includes any organization/event where in the City of Kirksville Departments' payroll and staff are used to produce promotional materials, whether it is partially funded by another organization or not. The Public Information Officer must approve any exception to this.
- C. Employees shall act as an archive of information. Employees must take steps to keep and preserve any content posted through an external communication channel.
- D. Employees shall professionally represent the City of Kirksville through all external communication channels and shall conduct themselves in a manner that is consistent with the City's goals.
- E. Employees shall adhere to applicable federal, state, and local laws, regulations, and policies.
- F. Employees shall not speak to the media on the City of Kirksville's behalf without first contacting their Department Head. All routine media inquiries should be directed to the Public Information Officer.
- G. Employees shall NOT use the City's external communication channels to:

1. Advertise products or services or conduct any activity meant to foster personal gain, financial or otherwise, including outside business or commercial activities.
2. Engage in campaigning for any candidate or any other purpose prohibited by law.
3. Copy or transmit any documents, images, software, or other information protected by a copyright owned by an individual or entity other than the City of Kirksville, without proper authorization from the copyright owner.
 - a. Copyright protection applies to any document, image, software, or information unless it is specifically marked as public, not copyrighted, or freeware. In the absence of any specific copyright markings, material or information should be assumed to be copyright-protected.
 - b. It is the employee's responsibility to obtain proper authorization from the copyright owner.
4. Express his or her own personal views or concerns through external communication channels while representing the City of Kirksville.
5. Promote worship or materials of religious nature.
6. Complain or criticize employees, customers or suppliers, or anyone else affiliated with the City of Kirksville using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating.
7. Disclose information that was obtained as a result of their employment with the City of Kirksville.
8. Publish confidential, proprietary, or private information about the City or its employees.
9. Publish any other material which in the judgment of the City Attorney or outside legal counsel is inconsistent with any Federal, State or Local law, ordinance or rule and/or which subjects the City of Kirksville unreasonably to potential liability.

10. Publish any false information or rumors about the City of Kirksville, fellow employees, customers, suppliers, or people working on behalf of the City of Kirksville or any other affiliated businesses or cities.
11. Publish any matter which is legally obscene or otherwise unprotected by the Constitution of the United States pursuant to applicable Federal, State, or City laws.

III. Content Guidelines

- A. All city official content released through an external communication channel becomes public record and therefore is under regulations of Missouri Sunshine Law. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
- B. Priority over all previously scheduled programming will be given to governmental agencies for use during an emergency when such emergency or disaster has been declared. During such emergencies, all external communication channels will permit and accept informational announcements from non-governmental entities when such announcements are deemed important public information pertinent to the emergency or other conditions requiring protection of the public health, safety, or welfare.
- C. Published content should pertain only to City events or services. Exceptions are made for services and events in contracted partnership with the City. Published content or shared content on all other external communication channels should only pertain to City, City-sponsored, City Council-endorsed or programs in conjunction with a City contracted partner, City contracted service, or City contracted event. This includes any type of sharing, liking, retweeting, forwarding, etc.
- D. The City shall have full permission or rights to any content published by the City, including photographs and videos. Photo release forms must be provided to the Public Information Division before any photograph or video is published through an external communication channel. Exceptions are made for public broadcast of City Council meetings, open public meetings, or City employees.

- E. The City reserves the right to utilize or remove any content already published, when possible and deemed appropriate by the Public Information Division. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is published through a communication channel.

This list is not exhaustive. Questions about particular content should be directed to the Public Information Division.

IV. Roles and Responsibilities

A. The Public Information Division

1. Shall create a comprehensive guide that establishes effective public engagement strategies. This shall be called the Style Guide. This guide can include, but is not limited to branding policies, templates, writing resources, etc. The Style Guide may be edited to adhere to the advancement of communication technologies.
2. Shall develop and maintain employee procedures for the implementation and ongoing maintenance of this policy.

B. The Public Information Officer

1. Shall monitor The City of Kirksville's external content to ensure adherence to this policy for appropriate use, messaging, and branding consistent with City goals and the Style Guide.
2. Shall approve for development and creation of social media sites and determine administrators of such sites.
3. Shall approve who may serve as administrators of social media on behalf of City communication resources and establish what resources may be suitable for use by the City of Kirksville.

V. Communication Channels

A. Channel 3

1. Videos of City Council meetings and governmental informational programming shall be given broadcasting priority over all other programming.

B. Website

1. The Kirksville City Website shall adhere to all standards and guidelines of the Public Information Policy, with the exception of the “New Resident Information” page that lists business contacts licensed to work within the City of Kirksville. These business contacts will be posted at the discretion of the Public Information Officer.
2. City of Kirksville or contracted partners’ events and services shall be posted on the website calendar when applicable prior to being publicized through all other external communication channels.

C. TextCaster

1. Approved administrators shall be the only distributors of information via TextCaster.
2. Content published through TextCaster shall meet all guidelines outlined in the Style Guide. This includes categorizing content to reach specific audiences.

D. Social Media

1. All City policies that regulate off-duty conduct apply to social media usage.
2. Approval must be received from the Public Information Officer to develop a social media site. The department receiving the approval is responsible for maintenance and archiving of the department social media site under administration of the Public Information Division.
3. All social media sites associated with The City of Kirksville shall bear the name and/or official logo of the City.

E. Email

1. Falls under all content guidelines listed in the Public Information Policy.

2. Use of official City of Kirksville email addresses while communicating as a City employee will constitute conducting City business.
3. Email is to be used in a manner that is consistent with the City's goals of and as part of the normal execution of an employee's job responsibility.

F. Signage

1. All signage, including electronic, shall remain under the scrutiny of the Public Information Division and follow guidelines set in the Public Information Policy, Style Guide, and branding resources unless another contract is in place.

G. Physical Publications

1. Falls under all content guidelines listed in the Public Information Policy including all guidelines in the Style Guide.
- 2.

VI. Glossary of Terms

- A. Social media: mass media source that allows direct distribution of information
- B. Public Information Officer: Assistant City Manager
- C. Public Information Division: consists of the Assistant City Manager and the Administrative Assistant for Economic Development
- D. Communication channel: any outlet that can be used to engage citizens in information or content
- E. Email: Act as an archive of information. Employees must take steps to keep and preserve any content posted through an external communication channel.
- F. Physical Publications: any hard copy document that is distributed through any external communication channel i.e.: Kirksville Connection, flyers, brochures, documents inserted into utility bills, mailings, etc.
- G. City Council endorsed: informal approval by the majority of the City Council

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Potential Parks and Recreation Sales Tax

STUDY SESSION MEETING DATE: December 12, 2016

CITY DEPARTMENT: Parks and Recreation

PREPARED BY: Ashley Young

Following the September 21, 2016 City Council Annual Planning Study Session, the Council directed City staff to investigate a potential ½ cent sales tax to fund Parks and Recreation. This was in response to both the Kirksville Aquatic Center Feasibility Study conducted by Benton & Associates Inc. as well as funding issues for the City's parks and recreation in general. Since that time, City staff have solicited feedback from the City's Lakes, Parks and Recreation Commission (LPRC), community partners in parks and recreation, as well as the community at large. City staff are now bringing this feedback to the Council for their consideration as we look to move forward.

To review, a ½ cent sales tax is estimated to generate \$1.2 million in revenue. Parks and Recreation is currently funded with \$508,648 from the General Revenue Fund for Fiscal Year 2017, and is estimated to generate \$175,355 in revenue for the same year. Therefore, the total support from the General Revenue Fund comes to \$333,393. Additionally, \$60,000 from the Capital Improvement Sales Tax is committed to capital improvement in City parks. Keep in mind that the North Park Complex is a special fund, and revenues must meet expenditures. \$1.2 million in funding, therefore, would be an estimated increase of \$806,607 per year, which doesn't incorporate the additional revenue that could be generated were City parks and recreation facilities to receive that level of funding support.

On November 30 and December 1, 2016, City staff met with our community partners in parks and recreation to involve them in this process, solicit their feedback and input on a potential ½ cent sales tax for parks and recreation, and bring that feedback to the Council. Over 100 organizations and individuals were invited to participate. Between both evenings, there were approximately 50 participants. Overall, the feedback received was positive. All who spoke were in favor of moving forward in determining a solution to the funding problem with parks and recreation, and the overwhelming majority were in favor of pursuing a ½ cent sales tax to do so. Differences of opinion emerged among the attendees on a number of fronts. Should the Council place the measure on the ballot for the upcoming Municipal Election, or wait until a later election? Should the Council utilize the monies currently supporting parks and recreation for police or City streets, or should those monies also go towards parks and recreation? Should the Council have a specific plan in place for spending all monies, or should it be left open enough to meet ever-changing needs across the City's park system? Should there be a sunset on this tax? Should the amount of money dedicated to addressing the Aquatic Center be capped each year at no more than a specific dollar amount or percentage? These were all discussions

that occurred during the two meetings City staff held with our community partners in parks and recreation.

Consensus did emerge, however, in a desire for additional information. There was consensus among both groups that the Council should determine a course of action to address the Aquatic Center prior to placing the tax on the ballot. There was also consensus that, were a ½ cent sales tax for parks and recreation to pass, the North Park Complex should be incorporated into funding for parks and recreation overall and no longer operate in a special fund. Additionally, there was consensus that more details should be established as to how the \$1.2 million would be proportioned (i.e. how much would go towards personnel, operations, capital, etc.). Further, all agreed that the full amount of monies generated by the ½ cent sales tax should go towards parks and recreation.

Following the two meetings with our community partners in parks and recreation, the LPRC held their December 2016 meeting on December 6, 2016. The community partner meetings were discussed, and the LPRC's feedback was solicited. The LPRC agreed with the points made above, as a number of LPRC members attended the community partner meetings and were already familiar with the discussion that took place. The LPRC felt that they needed answers from the Council on the questions above before making any kind of final recommendation on whether or not to place a ½ cent sales tax for parks and recreation on the upcoming Municipal Election ballot.

In addition to the feedback received through the community partner meetings and the LPRC, City staff have also been contacted by other members of the community, as well as community partners in economic and community development. Only one individual, a local business owner, has contacted City staff to express their desire to not proceed with a ½ cent sales tax for parks and recreation. Nonetheless, this individual was supportive of addressing the needs that exist at the Aquatic Center.

City staff have also conducted a preliminary review of Revised Missouri State Statutes (RSMo) as they pertain to Parks Boards. Pending further review by the City attorney, it would appear that it is up to the discretion of the Council as to how much authority a potential Parks Board would have over the monies generated through a ½ cent sales tax for parks and recreation. The Parks Board could be invested with decision making authority, or they could be an advisory body to the Council. Either way, the members of this Parks Board would be appointed by a majority vote of the Council. City staff will continue to research how a potential Parks Board would function.

Finally, as the question often arises when discussing additional sales taxes, the City of Kirksville's sales tax is the lowest of those cities in the state and wider region we typically compare ourselves to. The chart below lists the sales tax rate for Kirksville as well as many of these cities:

Kirksville: 7.85% (CIDs 8.85%)

- 2.25% goes to the City of Kirksville

Macon: 8.6%

Moberly: 8.475% (Moberly Crossing CID: 9.475%)

Mexico: 8.6%

Hannibal: 8.85%

- Marion County 9.475%
- Ralls County (SCZ Development District Inc. CID: 9.85%)

Quincy: 8%

Warrensburg: 8.35% (Hawthorne Development TDD: 8.85%)

Sedalia: 8.1%

Columbia: 7.975%

- Mall 8.475%
- Bass Pro Shops 8.475%
- Old Navy 8.975%
- Total of 14 CIDs and TDDs

It is the desire of City staff that the feedback solicited up to this point will be of use and will aid in the decision-making process moving forward as you deliberate whether or not to place a ½ cent sales tax for parks and recreation on the Municipal Election ballot.