

KIRKSVILLE CITY COUNCIL

NEWSLETTER . . .

Mari E. Macomber, City Manager
September 3, 2011

SUBJECTS:

**DATES TO REMEMBER
TOUR OF HOLLISTER
COUNCIL PLANNING MEETING
MML ANNUAL CONFERENCE
AIRPORT UPDATE
MREIC RECEIVES ADDITIONAL FUNDS
WEBSITE ANALYTICS
KDIC UPDATE
TCRC UPDATE
BOARDS AND COMMISSION APPOINTMENTS
LOT SPLIT
UPCOMING CITY PLAY
PROJECTS UPDATE
HIGHWAY PATROL USE OF PARKING LOT
CITY ENGINEER**

DATES TO REMEMBER

9/6 – LPRC and ATC at 12 noon
9/6 - Tour of Hollister @ 4 pm
9/6 - KDIC Meeting @ 5:30 pm
9/7 – Historic Preservation Commission @ 4 pm
9/8 – Downtown Student Welcome @ 5 pm
9/11 – NEMO Triathlon
9/11 – Cape Air Kirksville Air Festival performances starting at 2 pm
9/13 – KREDI @ 4 pm
9/15 – Council Planning Meeting @ 4 pm
9/15 – United Way Kick-Off Luncheon @ 11:30 Georgian Room TSU SUB
9/15 – 17 – Broadway in the Park @ Jackson Stables 6 pm
9/17 – Red Barn

TOUR OF HOLLISTER

Council will be touring the Hollister plant on Tuesday starting at 4 pm. Tom Bahr, Plant Manager will be present to conduct the tour.

COUNCIL PLANNING MEETING

Each year, early on in the budget process, the City Council meets to set goals and priorities for the upcoming budget year. The annual meeting will take place on Thursday, September 15 starting at 4 pm. The meeting is expected to last between 3 and 4 hours. Sandwiches will be provided to the Council. The preliminary budget will be

submitted to the Council for review on November 7 and 8, which is a Monday and Tuesday. Food will be provided for the meeting on the 15th. Now that the TCRC has been vacated, it would be good for the Council to meet at this building and discuss future plans for this facility. We will meet in the computer lab room. There will be an ITV class taking place in the ITV room across the hall that same evening.

MML ANNUAL CONFERENCE

Melanie Smith will be attending a portion of the upcoming MML Annual Conference in Kansas City starting September 11. This will be a good opportunity for Melanie to learn more about local government and issues facing cities.

AIRPORT UPDATE

The US Department of Transportation has provided a letter recognizing the efforts of Cape Air and the City of Kirksville toward meeting the goals and requirements of the Essential Air Service (EAS). The letter basically states that we are in good standing with the EAS program. Cape Air Service began this month. USDOT gave them 3 months to ramp the service up and then another 12 months before it would be evaluated completely. At present our per passenger subsidy (\$162) is well below the mandated \$200 per passenger subsidy. We will continue to work with Cape Air.

MREIC RECEIVES ADDITIONAL FUNDS

MREIC, Missouri Rural Enterprise and Innovation Center received notice that it will receive about \$12,000 more in funding this year, than last year. This is welcome news and should provide the funds needed to continue to operate this arm of economic development

WEBSITE ANALYTICS

Included with this Newsletter are a couple of pages from the monthly website analytics report for the Kirksville website. The reports show that we had over 7,000 visitors for the month and that the visitors were from about 8 countries. Also shown below are the monthly statistics for the Police Department. As a reminder we stopped using Nixle at the end of April and now use Textcaster.

Date	Nixle Users	Twitter Users	Facebook	Textcaster	Totals
8/3/2011	0	227	415	300	942
8/10/2011	0	230	420	305	955
8/17/2011	0	235	430	310	975
8/24/2011	0	240	436	315	991

KDIC UPDATE

The KDIC continues to work toward the implementation of a CID. The most recent activity was a solicitation of potential CID board members. We continue to encourage the executive director to move forward with this process. It is our understanding that the KDIC has chosen to expand the CID boundary slightly to add a few more downtown businesses. There are several items that the City has asked the executive director to bring up with the KDIC board. The first concerns the KDIC's support for design guidelines and standards, does the board support this concept or not. Other items

concern the notification of downtown business owners when special events occur. The Council has been asked to approve street closures, but we have received complaints from property owners that they were not notified of the closures. It should be the responsibility of the hosting entity to notify businesses. Another matter concerns the use of downtown sidewalks to sell goods and services. Again, we are seeking feedback from the KDIC before we discuss further with the Council. Finally, we are working with PGAV to close out the DREAM. There are two pieces remaining, the completion of a strategic plan and the development of some sort of marketing piece. Included with this Newsletter, is a laundry list of items that were requested with corresponding costs. The KDIC has a little over \$15,000 to spend on this phase of the DREAM initiative.

TCRC UPDATE

University of Missouri Extension was the last ones to pick up equipment and furnishings this past week to close out the TCRC. We began offering ITV services the week before and have a Masters of Social Work class in the building on Tuesday and Thursday evenings. Extension will be using the facility this fall for a Master Gardner training from October 6-December 15 from 6:30-8:30 pm. We will be meeting with Extension leadership to discuss our working arrangements and the use of the building. As a reminder, in order to retain the ITV equipment, University of Missouri requested the use of the building and the ITV services for extension purposes. The Masters of Social Work class is a fee for service venture with the City receiving \$50 per credit hour for each student, approximately \$1,200 for this first class.

BOARDS AND COMMISSION APPOINTMENTS

The City Council will be asked to make several appointments at the next Council meeting. Heather Darrah, Recreation Specialist with the City, is interested in serving on the Extension Council and developing a partnership with Extension that may result in future programs. Betty McLane-Iles has agreed and the Planning and Zoning has recommended that she be appointed as the representative of the Planning and Zoning Commission to the Historic Preservation Commission. The Housing Authority wishes to reappoint John Gillum to its board. The Airport and Transportation Commission will have a couple of appointments. We are still in need of an appointment to the KIDA. We also have terms for reappointment on the TIF Commission.

LOT SPLIT

The property owner of 1209 North Green Street is requesting a lot split of this tract of land. This lot has two houses on it. It was originally a house and a large detached garage that was converted to an apartment/house. The owner wishes to split the lot so that each house can be sold separately. This lot split will not meet city requirements. In order to meet city requirements, each lot must have a minimum of 70 feet of street frontage. Of the two lots in question, one would have 36 feet of frontage and the other would have 65 feet of frontage. The smaller lot that has the smallest house does not have room enough for a drive at the side of the house, or any way to access the back part of the lot since there is no alley in the back. City staff is not recommending the lot split, but at the owners request it will be placed on the next Council agenda for your consideration. Ms Lyle will be in attendance at the Council meeting.

UPCOMING CITY PLAY

Tickets for the Kirksville Parks and Recreation Department's fall Broadway in the Park performance are now on sale at the Kirksville Aquatic Center and Kirksville City Hall. "I Love You, You're Perfect, Now Change" will be performed September 15th, 16th and 17th at the Jackson Stables. The show will be a dinner theatre with food catered by Hy-Vee. Dinner will be served each evening at 6pm. Tickets are \$15 and must be purchased by September 13th. Tickets may not be purchased at the door. I Love You, You're Perfect, Now Change is a celebration of the mating game that takes on the truths and myths behind that contemporary conundrum known as the "relationship."

PROJECTS UPDATE

City crews have just about completed work at Forest Llewellyn Cemetery as agreed upon between the City Council and AT Still University. Park improvements are underway with new parking pads being poured. The bridge in Rotary Park and Frisbee golf hole #7 are closed temporarily due to the pouring of a new sidewalk. Concrete was poured around the Brashear Park shelter house. Stormwater work continues on East Orchard and Fible Street. The intersection is expected to reopen on Tuesday, September 6. A new water main was installed along McPherson east of Marion Street. The 2011 street program is progressing.

HIGHWAY PATROL USE OF PARKING LOT

The Highway Patrol is interested in using the North Park parking lot to run the motorcycle testing on this lot. They have been given temporary permission, as we are checking with our insurance provider to determine if there is any additional liability for the city. The Highway Patrol currently uses city streets to conduct the test. They will use an area approximately 25' x 100' on the west end of the parking lot. They do testing on Fridays at 11 am and every other Tuesday at 11 am, if they have anyone needing testing. If we have anything scheduled at North Park that would conflict, we can contact them and they will not offer testing on those dates.

CITY ENGINEER

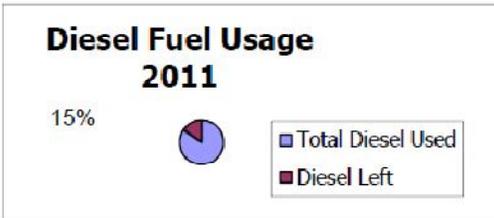
Ed leans will begin his duties as City Engineer starting Tuesday, September 6. He will spend the first week with the Public Works Director and other city staff getting up to speed on current and planned projects.

Attachments

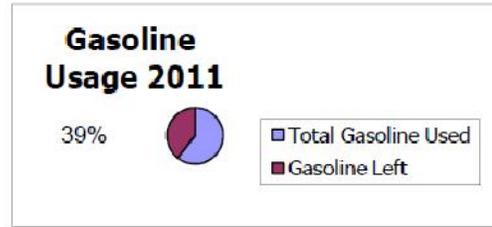
- Fuel Usage
- Kirksville Arts Summer on Square Series Numbers
- US DOT Letter
- Innovation Letter
- Website Analytics
- DREAM Marketing
- Baconfest Flyer
- Child Care Survey Flyer

FUEL USAGE JANUARY - AUGUST 2011

Total Diesel in Gallons	Total Diesel Used	Diesel Left
34,751	29,400	5,351



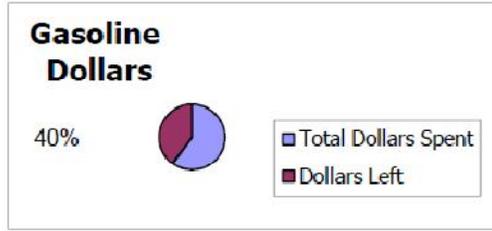
Total Gasoline in Gallons	Total Gasoline Used	Gasoline Left
43,979	26,641	17,338



Total Diesel in Dollars	Total Dollars Spent	Dollars Left
\$112,941	\$96,390	\$16,551



Total Gasoline in Dollars	Total Dollars Spent	Dollars Left
\$131,937	\$79,481	\$52,456



New Construction Building Permits for August

The following is a listing of new construction in Kirksville for the period August 1, 2011 through August 31, 2011:

Date: August 10, 2011
Owner: Rockot & Taylor Development
Use: Single Family
Address: 1115 Kings Rd
Permit No.: 7514
Const. Co.: Self

KIRKSVILLEarts

Association

P.O. Box 88 Kirksville, MO 63501 (660) 665-0500

August 29, 2011

City of Kirksville
201 S. Franklin
Kirksville, MO 63501
ATTN: Mari Macomber

REC'D SEP 1 - 2011

Dear Mari,

I thought that you might be interested in the following statistics for artists and individuals served within the community for Kirksville Arts Association Summer on the Square Series 2011. That information is:

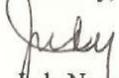
Total Artists entertaining	105
Children in Attendance	210
Adults in Attendance	3102

A total of **22 volunteers** and a **committee of 6** also spent more than **85 hours** planning and executing these concerts.

Kirksville Arts with support from the Missouri Arts Council, Pepsi Cola Memphis Bottling Co., City of Kirksville, Northeast Regional Medical Center, Chariton Valley Association/Alliant Bank, Du Kum Inn, 1000 Hills Morning Rotary, Pickler's Famous and the Adair County Commissioners offered this concert series to our community and surrounding areas for a total of 13 Friday nights. Media and air coverage from KIRX, Inc. and KTVO was just great and the Adair County Commissioners were again very gracious.

Planning is already underway for the concert series of 2012, and we look forward to continuing our partnership with an even more successful season.

Sincerely,


Judy Neuweg
Director

Executive Board

President
Kathy Rieck
Vice President
Arletta Nelson
Secretary
Linda Colton
Treasurer
Ben Beard

Board of Directors

Katie Best
Melanie Crawford
Maria Di Stefano
Ishita Ghosh
Teri Haman
Janet Hawkins
Amanda Langendoerfer
Karen Mayhew
Jeff Newton
Ex-Officio
Sharon Pritchard
Sue Ross
Steven Russon
Rhonda Smith
Wally Trosen
Wayne Yanda
Ex-Officio



**U.S. Department of
Transportation**
Office of the Secretary
of Transportation

1200 New Jersey Avenue, SE
Washington, DC 20590

Kirksville Regional Airport
27161 Airport Trail
Kirksville, MO 63501-7870

Hyannis Air Service, Inc. d/b/a Cape Air
660 Barnstable Road
Hyannis, MA 02601-1927

Dear Kirksville community and Cape Air,

When the U.S. Department of Transportation selected Cape Air to replace another air carrier to serve Kirksville in June 2010, we stated that Kirksville's per passenger subsidy at the time was well over \$200, thus endangering its future eligibility status in the Essential Air Service (EAS) program. We stated that we would afford Cape Air a three-month ramp-up period, then we would examine the next 12 months of data to determine the per passenger subsidy. As we typically do in these situations, we strongly encouraged the community and Cape Air to work together to maximize the use of the new service provided. What is less typical is the unparalleled level of cooperation that we have seen.

As a result, of these efforts, since Cape Air inaugurated service in September 2010, there have been 7,486 passengers carried on Cape Air's three daily flights between Kirksville to and from Lambert-St. Louis International Airport. Cape Air's current annual subsidy is \$1,422,110. While we only have 10 full months of passenger traffic, our review finds that Kirksville's per passenger is approximately \$162 and trending downward.

We congratulate the community of Kirksville and Cape Air in its success in increasing passenger traffic since the inauguration of service in September 2010. Kirksville is currently a community in good standing in the EAS program.

Sincerely,



Dennis DeVany
Chief
Essential Air Service Program



TRANSMITTED VIA ELECTRONIC MAIL

August 25, 2011

Ms. Charlene Boyes
Executive Director
Missouri Rural Enterprise & Innovation Center
100 East Normal
Kirksville, MO 63501

Dear Ms. Boyes:

We write to update you on the Innovation Center program contracts for FY2012.

Prior to awarding contracts last year the MTC Board undertook an in-depth review of each of the overall objectives of the program and each of the centers that currently participate. As a result of that assessment, we clarified the objectives, streamlined reporting, and implemented other improvements. We will build upon that base of knowledge and analysis rather than repeat it again this year. Accordingly, the MTC Investment Committee is completing a review of each center's year-end report and performance. We expect that to be completed very soon.

Subject to completing the above analysis, the MTC Board of Directors has reserved an amount up to \$50,000.00 for your program in FY2012. If you intend to seek MTC support for your center in FY2012, please send to us a letter of intent at your earliest convenience. The letter should be on your program's letterhead and expressly acknowledge your desire to continue your program throughout FY2012. In addition, your letter of intent should (1) outline the source and total amount of expected matching contributions in FY2012; (2) describe any material changes in the organization, structure, or delivery of your innovation center program in FY2012 as compared to FY2011; and (3) include a copy of your innovation center program's operating plan. Consistent with the expectations we set forth last year, we will again be requiring a minimum of 100% matching funds of which no less than 33% shall be cash match (i.e., not in-kind contributions).

Upon receipt of your letter of intent and completion of our assessment, we will send to you an FY2012 contract that we expect to be in substantially the same form as last year's contract.

Please do not hesitate to call us with any questions.

Sincerely,

A handwritten signature in black ink that reads "Stacey Hirst".

Stacey Hirst
Director of Operations

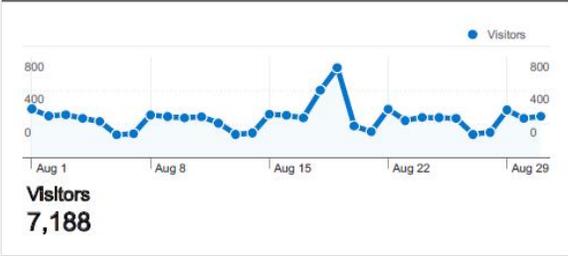
Jeremiah W. (Jay) Nixon, Governor | Joseph G. Bannister, Chair
P.O. Box 2137 | 301 W. High Street, Suite 680, Jefferson City, MO 65102 | (573) 526-0470



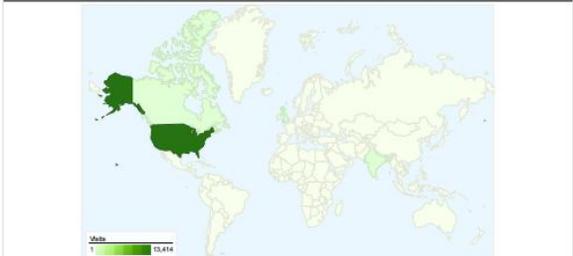
Site Usage

13,653 Visits	63.72% Bounce Rate
25,093 Pageviews	00:01:32 Avg. Time on Site
1.84 Pages/Visit	40.39% % New Visits

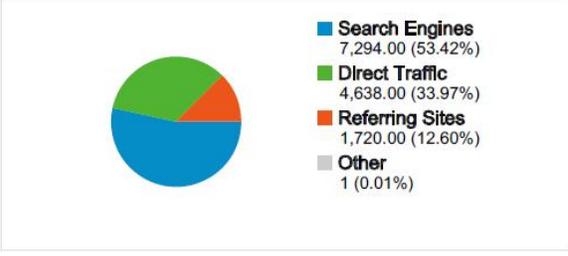
Visitors Overview



Map Overlay

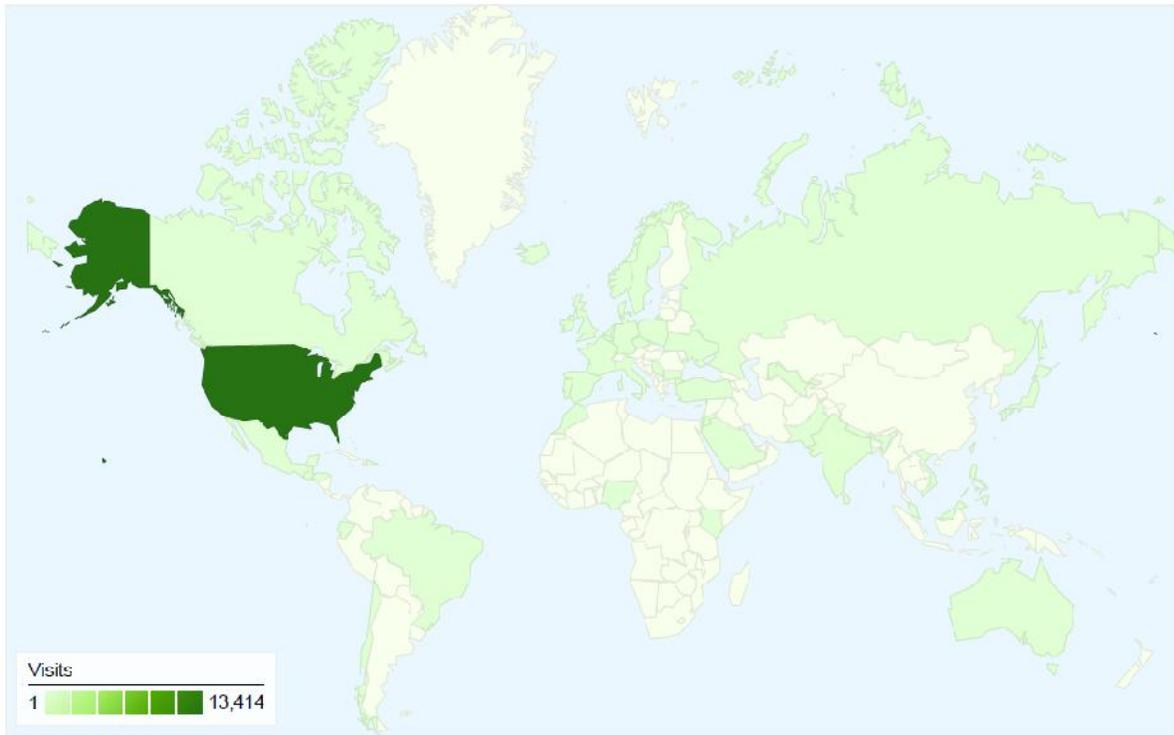


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	11,776	46.93%
/content/72/152/default.aspx	1,498	5.97%
/content/72/154/2870/default.as	873	3.48%
/content/72/150/328/default.asp	791	3.15%
/content/72/164/217/default.asp	686	2.73%



13,653 visits came from 51 countries/territories

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
13,653 % of Site Total: 100.00%	1.84 Site Avg: 1.84 (0.00%)	00:01:32 Site Avg: 00:01:32 (0.00%)	40.43% Site Avg: 40.39% (0.09%)	63.72% Site Avg: 63.72% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg Time on Site	% New Visits	Bounce Rate
United States	13,414	1.84	00:01:33	39.74%	63.69%
India	45	1.44	00:00:49	80.00%	64.44%
Canada	26	1.88	00:01:10	88.46%	69.73%
United Kingdom	22	2.50	00:01:08	68.18%	31.82%
(not set)	18	1.72	00:02:07	83.33%	72.22%
Philippines	15	1.20	00:00:01	40.00%	86.67%
Germany	14	2.00	00:00:18	78.57%	71.43%
France	12	1.58	00:00:12	91.67%	75.00%
Brazil	8	2.88	00:02:02	62.50%	25.00%

July 28, 2011

MEMORANDUM

TO: Patrick Hanlon, PGAV

FROM: Fleishman-Hillard (FH)

SUBJECT: DREAM Initiative, Kirksville PR/Marketing Materials

This memo outlines a menu of options discussed with the Kirksville Downtown Improvement Committee related to marketing and communications efforts as part of the DREAM Initiative. The estimate which follows includes writing, design and strategic counsel, but does not include out-of-pocket expenses for material production. We look forward to discussing which of these options the Kirksville Downtown Improvement Committee may be interested in pursuing.

- **Training materials for Downtown merchants** – FH will develop training materials regarding the importance of branding, target audiences in Kirksville and what makes Downtown Kirksville special. These materials will consist of a detailed presentation and retail fact sheet that the Kirksville Downtown Improvement Committee will use in meetings with merchants. *Estimated cost \$5,000*
- **Training session for Downtown merchants** – In addition to developing the above training materials, FH will facilitate an interactive training session in Kirksville for Downtown merchants, including familiarizing them with the materials, answering questions and instructing them on communications best practices. *Estimated cost: \$4,000*
- **Tagline development** – FH will conduct extensive research and create two or three options for a unique Downtown Kirksville tagline. This estimate includes community engagement through 5-7 in-depth interviews and one online survey of key stakeholders. *Estimated cost: \$15,000*
- **Logo development** – FH will conduct extensive research and design two or three visual treatments of a unique Downtown Kirksville logo. This includes a competitive audit of competing communities, development of a creative brief that outlines core audiences and a key approach to distinguishing Kirksville. Includes on-site team visit (2 days). Design will be based on the approved brief. Also includes development of two-three logo options revised to a single final logo. The final logo will be provided in black and white and color formats in a variety of sizes. Also includes development of a 2 page logo guidelines document. Printing costs not included. Final files will be delivered electronically. *Estimated cost: \$15,000 - \$17,000*

- **Development of updated brochure** – FH will review current marketing brochure, draft content for revisions and update design. This estimate includes two rounds of type revisions. *Printing costs are not included in estimate. Final files will be delivered electronically.*
 - *Estimated design cost: \$5,000. Cost is based on a tri-fold, 2-sided brochure.*
 - *Estimated content cost: \$5,000 - \$8,000 depending on the amount of content.*

- **Mass e-mail services best practices** – FH will develop a set of best practices and vendor recommendations for authoring and distributing mass e-mails to communicate about Downtown Kirksville. *Estimated cost: \$1,000*

- **Website development** – FH will develop, design and implement the look and feel, architecture and content for a Downtown Kirksville website. *Estimated cost:*
 - *Site architecture: \$10,000 - \$12,000*
 - *Site content: \$10,000*
 - *Site development and design: \$27,000 - \$30,000*

- **High-resolution photography** – FH will contract with a photographer to provide a collection of high-resolution photos suitable for use in marketing materials, including print and web. This will include on-location art direction for two day photo shoot, location scout and photographer for two day shoot. This would include the rights to use ten images for marketing purposes.
 - *Estimated cost: \$30,000 - \$35,000**
 - *Note: Estimate is based on past project work. Actual costs would be dependent on final number of images needed, rights, usage and total length of photo shoot.*

Any costs exceeding the remaining DREAM Initiative budget will become the responsibility of the Kirksville Downtown Improvement Committee.

Bacon Fest...coming soon

On Saturday, September 24 from 10am- 2pm Bacon FEST will be taking place on the Kirksville Downtown Square.

Admission: Suggested donation of TWO Non-perishable Food items or Cash towards Food Pantries in Adair County

Main Purposes of Bacon Fest

- Raise awareness of the hunger problem in the area, gather money and food for the three local food pantries through a Food Drive Competition and donations that will be collected at the Kirksville Bacon Fest. Our goal is to make this the largest local food drive and cash donation to the local food pantries.
- Bring the community together showcasing Kirksville, increase tourism, and have fun.

We are utilizing the universal attraction of BACON to bring people together to celebrate and to help feed people in need in Adair County.

Planned Bacon Fest Activities

Food Drive Competition to run 9/3 through 9/23 with cash prizes towards community organizations or non-profit that the teams are sponsoring. Winners announced at the Kirksville Bacon Fest. Sponsored by Century 21 Whitney Agency

- **On Site Food & Monetary donations will be collected at Mobile Food Bank**
 - **2000 Free BLT's** - Oscar Mayer Bacon and condiments sponsored by Kraft Foods/ Oscar Mayer
 - Wienermobile Appearance sponsored by Oscar Mayer
 - Kids Movie sponsored by Pickler's Famous
 - Pageant for girls ages 5-22.
 - Little Miss Bacon Bits (ages 4-8)
 - Young Miss Sizzle (ages 9-14)
 - Miss Sizzle (ages 15-22)
 - Bacon Recipe Competition sponsored by King's Appliance
 - Kids Zone sponsored by Complete Family Medicine
 - Live Entertainment by True Men, University Swingers & Round Barn Blues
 - Health Zone sponsored by Northeast Regional Medical Center
- KTVO is the exclusive media sponsor for Bacon Fest

Please feel free to bring as many food/ monetary donations as you can, TWO food donations is just the minimum to help bring more food to the food pantries in the area.

YOU ARE INVITED TO PARTICIPATE IN A

CHILDCARE SURVEY



Recently, a group of individuals met to review and discuss availability of childcare within our region, with particular emphasis on Adair County. Our goal is to determine if adequate facilities are available and to address additional needs, costs and other potential areas of concern if they do in fact exist. The survey stems from those efforts and meetings. It is our hope that you will consider taking a few moments to complete the online survey and assist us in gathering valuable information that will help us investigate our current resources and address any weaknesses or additional childcare needs that may exist. Thank you in advance for taking the time to supply us with your thoughts, your feedback and for completing our survey.

Contributing committee members are:

- The Truman Institute at Truman State University
- The Center for Applied Statistics and Evaluation at Truman State University
- The City of Kirksville
- The Kirksville R-III Schools
- Northeast Missouri Community Action Agency
- Kirksville Family Support Division
- Missouri Career Center (Kirksville)
- Missouri Employer Committee

TO COMPLETE THE SHORT SURVEY VISIT:

[HTTP://CASE.TRUMAN.EDU/CHILDCARE.ASP](http://case.truman.edu/childcare.asp)

OR CALL (660) 785-5384 TO REQUEST A PAPER COPY.

THE TRUMAN INSTITUTE

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Kirksville, MO 63501

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E-mail: mstutute@truman.edu
Survey Questions: salberts@truman.edu