

City Council Work Session

5:30 PM
Council Chambers
August 1, 2011

ATTENDANCE:

Mayor/Council (please check) x Hanel, x Ronquillo, x Gaghen, x Cimmino, x Pitman, x McFadden, x Ruegamer, x Ulledalen, x McCall, Astle, x Clark.

ADJOURN TIME: 8:20

Agenda

TOPIC #1	Communications Plan
PRESENTER	Liz Kampa-Weatherwax
NOTES/OUTCOME	

- Liz Kampa Weatherwax- history of communication efforts; committee formed in 2002, mostly inactive; CityLink and Channel 7 still operate; website has been updated. Present status of communications; no central point of contact, few people trained in media relations, often reactive, no theme or message, not paying attention to the makeup of the audience and no evaluation of efforts to communicate. Future of communications; first time plan in response to Council goal, continue community conversations. Opportunities are listed in the plan summary and PowerPoint presentation; create a common message, branding and consistency, revive internal newsletter, meetings with City Administrator, review Strategic Plan with employees, blog, train staff, speaker's bureau, reporter handbook, new resident packet, consistent PSA, civic leadership program, continue community conversations, hire a Public Information Officer (PIO), Municipal Government Week activities, e-government and m-government, interactive kiosks, volunteers. Recommendation is to reply to Liz about Council priorities and further presentation and discussion on the September 6 work session.
- Ronquillo: community conversations; people asked questions, did we answer them?
- Liz: answered most of them. Many had comments, general conclusions about the topics and holding the meetings, not questions. There were a lot of anonymous comments which we could not respond to. Summarized the responses in a lengthy written document.
- Ulledalen: lots of good ideas, lots of changes in the media. Challenge is for us to get our messages out despite those changes. Website and social media are key. The easier it is to use the more the citizens are going to use it. Strategic plan was partially to establish some credibility of the city. Weblog has been suggested, responses from many sources. Need to have an internal communications program, need to have department directors responsible for them. Don't get bogged down on all suggestions you've made, but focus on a few.

- Liz: don't mean to misrepresent the departments; I don't know about what they may do regarding information for their employees.
- McCall: agree with Ulledalen about using the website and social media. Need to have monitoring and oversight of its use. Without a PIO, can we really do what is recommended?
- Tina: Liz and employees are working hard on it. PIO is often the first position eliminated when budgets get tight. If you want someone to monitor and oversee communications, the city needs a PIO.
- Hanel: have lots to review and consider.
- Tina: may be able to contract with a person to act as PIO instead of having a staff person.
- Ulledalen: what do departments do about internal communications? Council needs to decide what we want communicated.
- Tina: all departments have staff meetings; details depend on the size of the department. Department heads usually meet bi-weekly. City Administrator meets periodically with all employees. Police Chief attends briefings. Not every employee has internet or email at work, so that is challenging for communication.
- Ruegamer: hope that we find things that don't cost money. Won't support hiring a PIO. Administration promised that a Facilities manager would save costs, never heard back. Do things on the cheap.
- Ulledalen: we can ask for help from media, etc. Alex Tyson, with the Chamber, could organize media people to meet with us and advise us.
- Gaghen: alternative revenue study in the 1990s showed that media contact person was needed. Maybe a volunteer? Know that media are willing to share information and help.
- Pitman: we can't ignore Council responsibilities to communicate. We may need training in order to do better.
- Cimmino: media policy ordinance question. How would that be enforced or complied with in relation to this plan? Told that most communications were to come from the City Administrator.
- Tina: not possible to limit access/communications that way. Lots of employees talk to the media. Departments were asked for a list of employees who may represent the City.
- Cimmino: would like a copy of the policy and the list of permitted employees. We need a form of damage control for communications to the media.
- Liz: don't want to look self-serving and am plenty busy with purchasing. Want to hear more from you for further development. Lots of ideas, we know that not all of them can be adopted.
- Clark: thanks for your work on community conversations meetings.
- Ulledalen: does the PowerPoint summarize what is in the plan? (Yes). Do something like what Great Falls does with Neighborhood Councils? An idea to put into the plan?
- Pitman: send feedback to Liz? (Yes). Give us the plan electronically.
- Clark: talk with Great Falls about how the Neighborhood Councils are working out?

Public Comments:

- Kevin Nelson, 4235 Bruce Avenue: Community conversations start here. Citizens not well received at the council meetings. Council's job is to listen, not berate citizens.
- Hanel: I have attended many legislative sessions that are very ugly.
- Gaghen: some of your terms are unacceptable.

- McCall: I agree with you. Need to constantly take inventory of how we interact with the public.
- Ruegamer: I totally disagree. Will challenge anyone who says things that are untrue.
- Kevin Nelson: think things could be more civil, not everyone has the facts. There are ways to correct them and get information to them without mistreating them.
- Cimmino: think that it's wonderful that you attend and represent your community. Good ideas and comments from you. Compliments to the Mayor and Ulledalen.
- Clark: appreciate that you talk to us instead of hiding in the blogs.

TOPIC #2	Tax Incentives
PRESENTER	
NOTES/OUTCOME	

- Tina: delay.
- Hanel: when? October 3rd Work Session
- Ruegamer: information on tax abatements, etc.? Yes.

Public comments:

- Kevin Nelson, 4235 Bruce Avenue: huge concern of mine. Many of the incentives deal with General Fund dollars; assessments and fees aren't affected. General Fund dollars are diverted, hurting police, fire, parks etc. Need new development incentives that don't affect General Fund. School board has real problems and some of them caused by what the City does, for example with tax increment.
- Hanel: good points but abatement can have long term positive impact.
- Kevin Nelson: state tax structure is part of the problem – so much reliance on property taxes. Ruegamer: this is what I was talking about. Schools don't get fewer dollars due to tax increment and from the investments; downtown property is now worth more and paying higher taxes to the district. Should attend the BSEDA to hear/learn about tax abatements.
- Ulledalen: Bozeman Chronicle article about impact fees. Fees scared away some developments and they're in the county. Might have been in last Sunday's paper.

TOPIC #3	Channel 7 PEG Support Fee
PRESENTER	Lynne Turner Fitzgerald
NOTES/OUTCOME	

- Tina: Friday packet contained letter from Community Seven Board about a fee that Council can adopt for the channel's support. Franchise agreement requires high definition (HD) service from station to city and county if the fee is adopted by September 1st.
- Ruegamer: how much would the fee generate?
- Lynn Turner-Fitzgerald: no formal presentation. Dollars depend on how many subscribers they have. Think they have about 32,000 now, so it's about \$8000/month or \$96,000/yr.

- Pitman: fee allows internet streaming?
- Lynn: that's my plan, but would have to be approved by the Community Seven board.
- Clark: how many employees? Hourly rates?
- Lynn: Tim, me and part time administrative assistant. Rates are shown in the letter.
- Hanel: deadline?
- Tina: September 1st in the agreement is for HD only.
- Lynn: spent \$60,000 this year for 3 HD cameras. Need to keep improving for the future. We have not upgraded in 20 years.
- Ulledalen: people either watch Council members avidly or not even aware the meetings are televised. Could you ask people through your communications, to email the Council about the fee to see what people think.
- Lynn: Yes. Channel Seven wants more staff and equipment. If we had more people, could produce video about city services, at work sites.
- Hanel: quality Board members. All support the request for these funds?
- Lynn: all support it. Three (3) year plan adopted last month.
- Clark: what happens when the video or the sound doesn't work?
- Lynn: County broadcasts, seeing some flipping, don't know what would help.
- Clark: how do you advertise for people to produce programming?
- Lynn: don't have advertising budget. Use the website and station to advertise availability.
- McCall: if you survey, would Ed Kemmick include this in his article and ask people to contact Council? \$35,000 for two (2) HD cameras for council chambers?
- Tim: total of seven (7) cameras, three (3) at city, two (2) at county and two (2) at school district. Need to upgrade because someday analog will be discontinued and we'll have to be all digital. Streaming the meeting on the website would require different cameras. New camera would help with the audio and the picture itself.
- Ulledalen: Councilmembers argued about coming back to the chambers for work sessions and some people complain about no live cameras for them. City could implement the fee for equipment (.25 cent per subscriber), but eliminate it after it's purchased because we don't want staff added.
- Tim: franchise agreement comes up again soon and fees would be reviewed then.
- Lynn: don't want a temporary fee.
- Ruegamer: details about the equipment?
- Tim: some one time equipment costs, but equipment needs to be upgraded about every three (3) years, and some for new personnel.
- Ruegamer: would have to justify this \$6,000 fee annually.
- McFadden: on demand streaming means that someone can watch the meetings when they choose?
- Tim: yes. Can watch it live, can see recordings and can use an index to view only the desired part of the meeting. We could also archive the recordings.
- Pitman: good bang for the buck. We have to give you the resources to do this.
- McCall: agree, would be shortsighted to do the fee for only a year. Need to communicate better and more and could use Community Seven better.
- Lynne: this allows us to continue to serve you on a bare-bone budget. We are not asking the city to give us any resources. What we are asking for is less than a penny a day.
- Gaghen: only \$100 donation for membership, \$350, etc.

- Lynn: we operate on a lean budget, but Community Seven is not going to go out of business soon. This is a tough time for nonprofit organizations.
- Ulledalen: Two (2) issues; HD signal and on-demand streaming. Would not have to use the archiving and on-demand streaming equipment or have the personnel costs?
- Tim: correct you would be saving about half of it.
- Clark: when is the negotiation for the next franchise agreement? Tina: 1 ½ years. Clark: Community Seven is nonprofit and the board decides how money is spent? Tina: Yes although there is a contract and city has board representation. Clark: \$100,000 franchise fee sharing is discretionary? Tina: Yes.

Public comments: none

TOPIC #4	Quarterly Updates
PRESENTER	
NOTES/OUTCOME	

- Hanel: suggest that litigation report is last, after the other reports.
- #5 Public comments on items not on the agenda:
- Kevin Nelson, 4235 Bruce Avenue: Complete streets rejected by MDT and County because it's too expensive. City Public Works said that we're already designing to complete streets criteria. Thought a councilman would have questioned that. Need to conserve street money and use it for better streets.
 - Tina: plan is on the 8th agenda. Planning Board removed complete streets section. Council could remove it from the plan and vote on it separately.
- Weber: budget updates. Friday packet report was as of June 30, 2011, unaudited. Answer any questions.
 - Hanel: initiative was to have quarterly reports on overtime (OT) costs and oversight on OT usage.
 - Tina: will report last year time and costs and quarterly.
 - Cimmino: money that isn't used one year goes into some fund?
 - Pat: fund balance or working capital. Work hard to have FY 11 estimates be accurate.
 - Clark: excess income goes into reserves, mostly?
 - Weber: right.
 - Ronquillo: MDU fund?
 - Weber: isn't on the report, apologize. Will put it on the front page next time. Received approximately \$44,000 year to date. Will send a revised page one of the report in the August 5th Friday packet.
 - Hanel: fire and police budgets, variance due to staffing changes?
 - Ulledalen: had additional money for five (5) years from the Public Safety levy, now have to come up with \$1.5 million/year each year from the GF.
 - Cimmino: that's why it's important that we cut spending from nonessential services.
 - Ulledalen: if we follow that logic and eliminate the park department that only helps for a short time, then what do we do?

- Tina: revised initiatives list on your table. 02/07/06 and 02/23/09 issues on Council absences come off the list?
- Ulledalen: ask other cities if they have a councilmember removal policy?
- Brent: previous answer was no one has a policy, but will re-poll cities again.
- Pitman: important to do this before we're in a crisis.
- Cimmino: difference between a health issue or a voluntary issue to consider in the policy.
- Ruegamer: can Council remove member if X number of meetings is missed during a year?
- Brent: will research some more and answer that question.
- Ulledalen: need flexibility.
- Tina: changes are in red. Reads them. Initiative on 1/03/11 regarding the annexation policy, Development Process Advisory Review Board (DPARB) should look at notifying people where they shouldn't build – annexation policy or SIAs. Completed items will be removed in one (1) week.
- Ulledalen: 12/15/08 endowment fund for Dehler Park, etc. Applies to other facilities? Discussion about tax exempt bonds.
- Tina: Greg Krueger is out of town but will send the council information regarding the Downtown Billings Partnership updates.
- Tina: Strategic Plan – passes out pages to Council for discussion.
- Clark: answer to a woman's complaint about a new library?
- Tina: asked Leslie Modrow to do that and will check on it.
- McCall: Leslie is on vacation this week, so forward the request to Bill Cochran.
- McFadden: explain electronic communications, interactive websites, etc?
- Tina: a website more accessible to the citizens.
- Ulledalen: huge mess when we started this planning process. Struggle to get people to participate.
- Tina: meeting with school board on August 11th at noon.
- Ulledalen: would like a demographics and population report discussion and include Candi Beaudry.
- Hanel: fiesta was a huge success. Share a compliment with the fire department about their response to an emergency call I was involved with at 1212 Avenue C.

Public comments:

- Kevin Nelson, 4235 Bruce Avenue: budget report, page 2. Expenses for Mayor and Council much larger in 2011 than previous years. Why? \$800,000 from land sale to GSA courthouse deal – where did it go? Police Department contract shifts retirement costs to state for unfunded retirement liability – not a wise strategy.
- Hanel: will get you the information on first two (2) items. You have incorrect information on police retirement.
- Tina: explained the three (3) different retirement systems and funding.
- McFadden: city looked at hiring a negotiator. Determined that it would be too expensive and declined to contract.
- Gaghen: clarify that no additional money went to council salaries or benefits in 2011. Concerns about the Willie Nelson concert. Good that it moved to the Alberta Bair Theatre, but why?

- Tina: promoter decided to move it due to the expense of holding the concert at Amend Park.
- Ronquillo: PRPL has the Councilmembers' Blues Fest tickets?
- Tina: I will get them for you.
- Mayor: recess for litigation strategy quarterly update and will adjourn immediately after.

Additional Information:



Draft City of Billings Communications Plan

Presented to the Mayor and City Council
Work Session: Monday, August 1, 2011



The Past

- Communications Committee formed in 2002 has virtually dissolved.
- CityLink newsletter, Channel 7, Community Conversations and periodic press releases and ads remain.
- City mission, themes, brands, etc. have become disjointed and inconsistent.
- City's website updated – capable of more.



The Present

- No central point of contact for citizens or media – Citywide or Departmental.
- Few personnel trained in media/public relations.
- Communication from City often reactive.
- No unifying, central theme, message or identity.
- Messages not often crafted with the audience (internal or external) in mind.
- No evaluation of efforts or delivered messages.
- CityLink newsletter, Channel 7, Community Conversations and periodic press releases and ads remain.



The Future

- First-time Plan - prepared in response to a City Council goal set during Strategic Planning of 2010-2011.
- Continued Community Conversations.



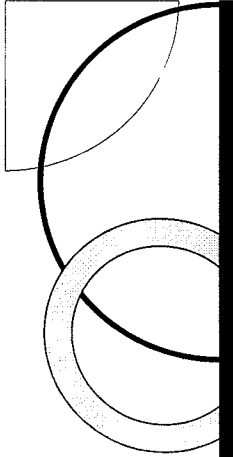
Opportunities...

- Creation of common message/guiding principles to aid in the delivery of consistent messages.
- Effort toward branding and consistent marketing materials.
- Publicized, regular meetings with other governmental agencies.
- Revive and revamp internal newsletter.
- Continue meetings with Administrator and Staff.
- Review Strategic Plan with City staff.
- City Administration web log (blog) with Staff.



Opportunities...

- Employee training for media relations and/or speaker's bureau.
- Revise/revamp the CityLink newsletter.
- Creation of a reporter handbook.
- New resident/business informational packets.
- Weekly a.m. television or radio interviews.
- Regularly scheduled press conferences.
- Revisit Channel 7 weekly segment.
- Frequent and consistent PSA's.



Opportunities...

- Creation of a Civic Leadership Program.
- Create contact list of City subject experts for media and speaking occasions.
- Continue Community Conversations – select topics and hold twice/year – consistently.
- Employ a Public Information Officer (PIO).
- Classes or workshops for public attendance.
- Municipal Government Week activities.



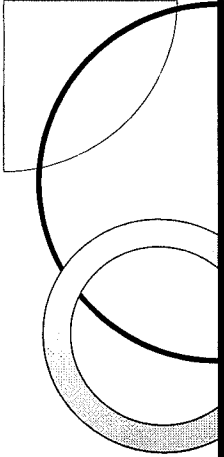
And More Opportunities!

- E-government - Social Media
- m-government - Text alerts, Notify Me, etc.
- Increased utilization of City's website.
- Gazette on-line banner ads.
- Interactive kiosks.
- Creation of a volunteer base.



Conclusion

- It is vitally important for the City leaders and staff to provide effective, timely, interesting and accurate information while adhering to the City's mission, vision and values.
- By working closely with the media and developing cost-effective methods of communicating with employees and citizens, accurate information will be made available and the City's image and communications efforts will flourish.



A schedule and budget options will be created from the feedback from this meeting and revisited at the Tuesday, September 6th Work Session.

**QUESTIONS
AND
COMMENTS?**

**PROPOSED TECHNOLOGY UPGRADE AND SURVIVAL LIST FOR
COMMUNITY SEVEN TELEVISION**

1.) On-Demand Streaming and LIVE Streaming to the Internet. Content will be viewable anywhere a person has Internet access.

*Estimated costs to provide Streamed Video and Audio of all City Council, County Commission and School Board Meetings. Cost includes On-Demand Streaming of Archived Meetings.

\$12,500 Upfront charge for Hardware
6,000/yr. Annual Subscription for support, storage and maintenance
\$12,000/yr. Half-Time Employee to handle additional work load

Tim recommends on-demand first.

2.) High Definition upgrade of all Remote Sites and Community Seven Studio. This will upgrade our current standard definition signal to a high definition signal. It is important for us to survive and compete with other existing channels as our industry migrates to High Definition and the future.

*Estimated costs will provide equipment for three remote sites and from the Community Seven Studio to Optimum's Billings location on Monad Rd. Fiber transmission lines will be provided by Optimum in accordance with the Cable Franchise agreement if adopted by September 1, 2011.

Links include:

- a.) City Hall to Community Seven Control Room
- b.) Yellowstone County Courthouse to Community Seven Control Room
- c.) School District #2 Board Room to Community Seven Control Room

\$35,000	remote controlled HD Cameras
\$ 2,500	controller
\$17,500	implementation and installation
\$ 9,000	fiber optic transmitters from all three locations
\$ 3,000	fiber transmitter from C7 Studio to Optimum
\$ 6,000	fiber receivers at C7 Studio and Optimum
\$ 6,000	router upgrade from Standard Definition to HD
\$14,000	HD Video Server
<u>\$ 4,500</u>	<u>6TB Hard Drive Storage</u>
\$97,500	TOTAL COST FOR ITEM #2

Billings Community Cable Corporation
Profit & Loss

July 2010 through June 2011

Jul 10 - Jun 11

Ordinary Income/Expense

Income

4010 · Franchise Fee- City of Billings	100,000.00
4015 · Work Sessions-City of Billings	1,250.00
4100 · Contributions -Corporate	1,000.00
4130 · Contributions-Inkind (Trade)	0.00
4200 · Membership Dues	
4220 · Individual/Family/Small Groups	550.00
4230 · Non Profit	3,000.00
4235 · Corporate	1,750.00
4236 · St. Vincent Healthcare	6,000.00
4237 · Billings Clinic	3,750.00
4240 · Yellowstone County	20,000.00
4245 · School District	6,600.00
4250 · Sponsorships/Underwriting	4,000.00
Total 4200 · Membership Dues	45,650.00
4400 · Contracted Income	
4410 · Contracted Services	1,430.00
4450 · Tape Duplication	1,200.00
Total 4400 · Contracted Income	2,630.00
4655 · 20/20	200.00
4800 · Misc Donations	75.00
Total Income	150,805.00

Expense

6000 · Salaries	94,052.73
6010 · Hourly Wages	15,654.40
6150 · Employee Parking	950.00
6175 · Workmans Compensation	1,720.07
6200 · Office Supplies	1,315.09
6230 · Bank Charges	57.62
6300 · DVD'S	442.81
6325 · Capital Expenditures	18,314.47
6375 · Technical Supplies	2,930.55
6400 · Life Insurance	136.50
6403 · Business Insurance	763.72
6404 · Interest	2,331.97
6406 · Fica & Medicare Expense	8,432.98
6410 · State UCC Expense	575.97
6500 · Contract Services-Technical	570.00
6530 · Donations	100.00
6550 · Promotion/Fundraising Expense	0.00
6560 · Payroll Expenses	528.00
6565 · Employee Retirement Plan	3,000.00
6600 · Advertising	360.00

Billings Community Cable Corporation
Profit & Loss

July 2010 through June 2011
Jul '10 - Jun '11

6650 · Legal & Professional Services	3,770.00
6700 · Meals & Entertainment	305.48
6715 · Mileage	119.90
6720 · Telephone & Internet Services	78.00
6800 · Memberships	350.00
6905 · Postage & Freight	307.39
6930 · Service & Bank Loan Charges	264.41
6942 · State License Fee	15.00
Total Expense	157,447.06
Net Ordinary Income	-6,642.06
Other Income/Expense	
Other Income	
8000 · Interest Income	181.84
Total Other Income	181.84
Net Other Income	181.84
Net Income	-6,460.22

COMMUNITY INVESTMENT PLAN
City of Billings
City Council & Staff Strategic Priorities

8/1/11

HONEST RESPONSIVE GOVERNMENT

GOAL: Striving to be a principle-centered organization that promotes responsibility, accountability, trust and open accessible government

Priorities:

- Create a comprehensive "Communications Plan"
 - Understand and develop the "electronic democracy"
 - Develop a highly interactive web site
 - Explore new media options and new audiences
 - Hold ongoing and regular community conversations that explore specific issues (while "inviting the stranger")
 - Better utilize existing media – TV, web, social networking sites newspaper to share information and increase understanding.
 - More accessibility and transparency
 - Explore options for a public information function (cost neutral)
 - Create a friendlier environment for public access
 - Change room set up for Work Sessions
 - Change protocol to make process less intimidating
 - Plan to take Work Sessions out to different wards

Results:

- Communications Plan being presented 8/1/11. Includes PIO option.
 - Web site continuously being updated; added Council e-mails since last report.
 - Investigating using half of City Link resources for social media outlet.
 - Community Conversations held in June.
 - Work sessions relocated to Chambers for television viewing, comments added following each item.
 - Taking Work Sessions out to wards makes television coverage difficult.

COMPREHENSIVE ORDERLY GROWTH

GOAL: Careful consideration and management of the process of community growth

Priorities:

- Infill
- Annexation
- Proactive Zoning
- Roads
 - Inner Belt Loop
- Modeling Future Income
- Careful crafting of the "Community Investment Plan"
- Identify future community & regional parks and recreational facilities locations

Results:

- Infill workshop held; follow-up in process.
- Annexation Policy and map updated and approved by Council, Spring 2011.
- Inner Belt Loop land negotiations underway.
- City undertaking Priority-Driven Budgeting to address future income & services.
- PRPL working with State on assuming some parkland.

TRANSPORTATION LINKAGES

GOAL: Development of a comprehensive, multi-modal transportation system

Priorities:

- Continuously evaluate Public Transportation funding, ridership and routes for efficiencies and alternatives
- Collaboration and celebration of successes
- Multi-modal and "complete streets"
- Enforcement and Safety
- Balance of limited resources and priorities
- Multi-use trail development and connectivity

Results:

- Transit business plan updated with budget.
- Bike Plan/Complete Streets Policy on 8/8 agenda.

- Swords Park adding two miles, other extensions await Federal, local funding status.

PRESERVATION OF RESOURCES

GOAL: Preservation of Billings' abundant resources

Priorities:

- Learn from "like cities" with effective plans (Fargo, Rapid City, Sioux City, especially in parks and trails)
- Trail development, maintenance and connectivity
- Options for a "city wide special park district"
- Finalization of a viable plan for the Library

Results:

- Library plan going to October 2011 mail ballot.
- PRPL Board working on special park district.

ECONOMIC DEVELOPMENT

GOAL: Economic vitality that fosters community partnerships, and ensures a strong and efficient infrastructure

Priorities:

- Continue work with and support the vision, mission and work of community partners i.e., Big Sky EDA/EDC, Chamber of Commerce and others
- Ensure appropriate, full municipal costs are charged for services:
 - Street maintenance fees
 - Park fees
 - In fill fees

Results:

- Joint meeting held in June with Chamber, BSEDA, DBP.
- Street Maintenance fees increased in budget.

INVOLVED, UNITED COMMUNITY

GOAL: Community-wide investment in visioning and planning for the future

Priorities:

- Be a city that finds ways to solve old and new problems
- Celebrate our successes/changes in tone

- Careful crafting of the “Community Investment Plan”
 - Broad ownership
 - “Make it work” is not good enough anymore
 - Embrace learning in public
 - Create environments where diversity and differences result in positive, creative solutions

Results:

- Community conversations, increased television coverage, Priority-Based Budgeting.