

**City of Fayetteville Staff Review Form**

**2019-0061**

**Legistar File ID**

**2/5/2019**

City Council Meeting Date - Agenda Item Only  
N/A for Non-Agenda Item

Doug Bankston

1/17/2019

MEDIA SERVICES (060)

**Submitted By**

**Submitted Date**

**Division / Department**

**Action Recommendation:**

Approval of a budget adjustment in the amount of \$10,000 from the Community Access Television (dba Your Media) Trust Account to recognize contract production revenue from Your Media and increase related promotional activities budget.

**Budget Impact:**

1010.060.0600-5342.00	1010 General Fund
Account Number	Fund
51022.1101	Public Access Television Fees
Project Number	Project Title
<b>Budgeted Item?</b> Yes	Current Budget \$ -
	Funds Obligated \$ -
	Current Balance \$ -
<b>Does item have a cost?</b> No	Item Cost
<b>Budget Adjustment Attached?</b> Yes	Budget Adjustment \$ 10,000.00
	Remaining Budget \$ 10,000.00

V20180321

**Purchase Order Number:** \_\_\_\_\_

**Previous Ordinance or Resolution #** \_\_\_\_\_

**Change Order Number:** \_\_\_\_\_

**Approval Date:** \_\_\_\_\_

**Original Contract Number:** \_\_\_\_\_

**Comments:** A budget adjustment will move \$10,000 from Public Access TV Fees revenue account to the Media Services Promotions Activities account to pay for promotional activities for Public Access.



**MEETING OF FEBRUARY 5, 2019**

**TO:** Mayor and City Council  
**THRU:** Susan Norton, Director of Communications  
**FROM:** Doug Bankston, Director of Media Services  
**DATE:** January 17, 2019  
**SUBJECT: Receipt of Public Access Fees**

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**RECOMMENDATION:**

Approval of a budget adjustment in the amount of \$10,000 from the Community Access Television (dba Your Media) Trust Account to recognize Public Access activity revenue to allow expenditure for the promotion of Fayetteville Public Television for the year 2019.

**BACKGROUND:**

**DISCUSSION:**

Community Access Television, dba Your Media, the City's contracted third party public access service provider, holds a Trust Account into which revenue from public contract productions, media sales, DVD copies, digital transfers and other services is deposited. This revenue is periodically used for promotional activities for Fayetteville Public Television (FPTV). With a new brand of FPTV, new updated equipment and recent expanded accessibility to provided services, the \$10,000 will be used for new FPTV promotional activities such as event sponsorships and presence, marketing and advertising, and updated promotional materials such as updated brochures, information cards, etc.

Per the City's 2019 contract with Your Media:

Your Media may charge a fee for the following items or activities utilizing equipment, facilities or resources owned or controlled by the City of Fayetteville:

1. Non-resident of Fayetteville annual service dues.
2. Training workshops and seminars that are conducted utilizing City of Fayetteville resources.
3. The sale of blank recording media.
4. Transfer and/or duplication services.
5. Other small items, such as t-shirts or other promotional items, as approved by the City of Fayetteville Communications Director or Director of Media Services.
6. Video production services. If production services are provided, the following conditions apply:

- a. These services and activities will be referred to as “contract production”.
  - b. Contract production may include studio production activity at the Television Center and related activity, including pre- and post-production.
  - c. Your Media shall charge rates adequate to cover the basic costs of production. Service rates will be reviewed and approved by the Director of Media Services on an annual basis.
  - d. Your Media will utilize a standard contract document for each agreement to provide contract production services. This contract document will be approved by the Director of Media Services.
  - e. All fees charged for providing contract production services will be collected at the point Your Media delivers the final product for which it was contracted.
  - f. All monies collected for providing production services will be utilized to support Fayetteville Public Access services or capital improvements as approved by the City Council and following applicable City of Fayetteville policies and procedures.
7. In addition to charging a fee for services described above, Your Media may generate revenue utilizing equipment, facilities, or resources owned or controlled by the City of Fayetteville through:
- a. Fundraising activities designed to raise funds to support the operations or capital improvements of the Public Access channel.
  - b. Acquisition of grants or awards dedicated to support the operations or capital improvements of the Public Access channel.

If Your Media generates or collects any revenue through activities as allowed in this contract, or otherwise approved by the City, utilizing equipment, facilities, or resources owned or controlled by the City of Fayetteville, Your Media will ensure:

1. All monies collected for such services will be deposited into and all checks shall be made payable to the “Trust Account of Community Access Television, Inc.” which shall contain only those funds.
2. Your Media’s manager shall ensure proper accounting of all such revenues collected and shall report such accounting monthly to the Director of Media Services.
3. All funds within the “Trust Account of Community Access Television, Inc.” may only be expended through City Council Resolution authorizing the receipt of funds into the Television Center budget and approving any necessary Budget Adjustments. Normal bank fees related directly to the use of this trust account may be paid with trust account funds without prior authorization.
4. Proper accounting and records of services provided, fees charged and monies collected for services will be kept by Your Media, in a manner approved by the Director of Media Services.

**BUDGET/STAFF IMPACT:**

Approval of the Budget Adjustment will increase the Promotions Activities budget for Media Services by \$10,000.

**Attachments:**

Budget Adjustment for revenue.