

City of Fayetteville Staff Review Form

2021-0492

Legistar File ID

7/6/2021

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

Doug Bankston

6/18/2021

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 AccessTelevision Fees																														
Project Number	Project Title																														
<table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">Budgeted Item?</td> <td style="width: 10%; text-align: center;">Yes</td> <td style="width: 30%; border-bottom: 1px solid black;">Current Budget</td> <td style="width: 10%; text-align: right;">\$</td> <td style="width: 10%; text-align: right;">2,959.00</td> </tr> <tr> <td></td> <td></td> <td style="border-bottom: 1px solid black;">Funds Obligated</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">600.00</td> </tr> <tr> <td></td> <td></td> <td style="border-bottom: 1px solid black;">Current Balance</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">2,359.00</td> </tr> </table>	Budgeted Item?	Yes	Current Budget	\$	2,959.00			Funds Obligated	\$	600.00			Current Balance	\$	2,359.00	<table border="0" style="width: 100%;"> <tr> <td style="width: 30%;"></td> <td style="width: 10%;"></td> <td style="width: 30%; border-bottom: 1px solid black;">Item Cost</td> <td style="width: 10%; text-align: right;">\$</td> <td style="width: 10%; text-align: right;">-</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Does item have a cost?</td> <td style="text-align: center; border-bottom: 1px solid black;">No</td> <td style="border-bottom: 1px solid black;">Budget Adjustment</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">10,000.00</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Budget Adjustment Attached?</td> <td style="text-align: center; border-bottom: 1px solid black;">Yes</td> <td style="border-bottom: 1px solid black;">Remaining Budget</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">12,359.00</td> </tr> </table>			Item Cost	\$	-	Does item have a cost?	No	Budget Adjustment	\$	10,000.00	Budget Adjustment Attached?	Yes	Remaining Budget	\$	12,359.00
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V20210527

Purchase Order Number: _____

Previous Ordinance or Resolution # _____

Change Order Number: _____

Approval Date: _____

Original Contract Number: _____

Comments:



MEETING OF JULY 6, 2021

TO: Mayor and City Council

THRU: Lisa Thurber, Director of Communications
Susan Norton, Chief of Staff

FROM: Doug Bankston, Director of Media Services

DATE: June 18, 2021

SUBJECT: Receipt of Public Access Fees

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 promotional activities in 2021 for Fayetteville Public Television.

BACKGROUND:

Per the City's 2021 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.

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), as well as additional production equipment (minor equipment) for the City of Fayetteville Television Center to meet demand. FPTV's provided services warrant the purchase of some additional equipment to support the public access services and the public that uses these services and equipment. The \$10,000 will be used for FPTV activities in 2021, now that the Fayetteville Television Center has reopened to the public.

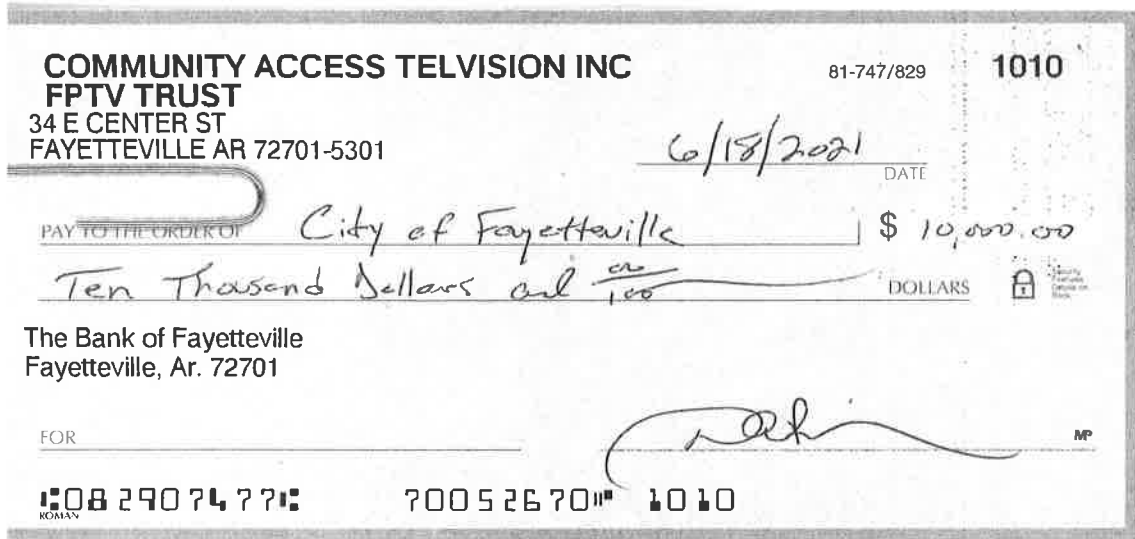
BUDGET/STAFF IMPACT:

Approval of the Budget Adjustment will increase the promotional activities (1010 Media Services) budget by \$10,000.

Attachments:

Budget Adjustment for revenue.

Key Code _____ Date 06/18/21 Amount \$ 10,000.00
 Contact Name Doug Bankston Extension 3436
 Debit/Cash Account # 6890.1101.00 DO NOT CHANGE
 Credit Account # 1010.060.0600-4449.00 PA TV Fees
 Project/Subproject # 51022.1101
 Description Funds from Public Access Trust
 Accounting Approval _____



\$ _____
 ANGE

Accounting Approval _____

Key Code _____ Date _____ Amount \$ _____
 Contact Name _____ Extension _____
 Debit/Cash Account # 6890.1101.00 DO NOT CHANGE
 Credit Account # _____
 Project/Subproject # _____
 Description _____
 Accounting Approval _____