

**City of Fayetteville Staff Review Form**

**2022-0092**

**Legistar File ID**

**2/15/2022**

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

Doug Bankston

1/27/2022

MEDIA SERVICES (060)

**Submitted By**

**Submitted Date**

**Division / Department**

**Action Recommendation:**

Approval of a budget adjustment in the amount of \$12,000 from the Community Access Television (dba Your Media) Trust Account to recognize contract production revenue from Your Media and to increase related promotional activities and professional services budgets.

**Budget Impact:**

1010.060.0600-5342.00	
1010.060.0600-5314.00	1010 General Fund
Account Number	Fund
51022.1101	Public Access Television Fees
Project Number	Project Title
<b>Budgeted Item?</b> Yes	Current Budget \$ 7,913.00
	Funds Obligated \$ -
	Current Balance <b>\$ 7,913.00</b>
<b>Does item have a cost?</b> No	Item Cost \$ -
<b>Budget Adjustment Attached?</b> Yes	Budget Adjustment \$ 12,000.00
	Remaining Budget <b>\$ 19,913.00</b>

V20210527

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

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

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

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

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

**Comments:**



**MEETING OF FEBRUARY 15, 2022**

**TO:** Mayor and City Council

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

**FROM:** Doug Bankston, Director of Media Services

**DATE:** January 27, 2022

**SUBJECT: Receipt of Public Access Fees**

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**RECOMMENDATION:**

Approval of a budget adjustment in the amount of \$12,000 from the Community Access Television (dba Your Media) Trust Account to recognize Public Access activity revenue to allow expenditure for promotional activities in 2022 for Fayetteville Public Television and updates to the FPTV portal application.

**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) and services for the City of Fayetteville Television Center to meet demand. The \$12,000 will be used for FPTV promotional activities in 2022 and for technological updates to the FPTV portal web application. The web application provides the public with class signup, equipment checkout, instruction, production management and more and was developed originally for free through a joint venture with University of Arkansas computer science department students.

**BUDGET/STAFF IMPACT:**

Approval of the Budget Adjustment will increase the promotional activities account by \$8,000 and the professional services account by \$4,000.

**Attachments:**

Budget Adjustment for revenue.

Key Code \_\_\_\_\_ Date 1/27/2022 Amount \$ 12,000.00

Contact Name \_\_\_\_\_ Extension \_\_\_\_\_

Debit/Cash Account # 6890.1101.00 **DO NOT CHANGE**

Credit Account # 1010.060.0600-4449.00

Project/Subproject # 51022.1101

Description Funds from Public Access Trust

Accounting Approval \_\_\_\_\_

COMMUNITY ACCESS TELEVISION INC  
FPTV TRUST  
34 E CENTER ST  
FAYETTEVILLE AR 72701-5301

81-747/829 1004

1/27/22 DATE

PAY TO THE ORDER OF City of Fayetteville \$ 12,000.00

Twelve Thousand Dollars and 00/100 DOLLARS

The Bank of Fayetteville  
Fayetteville, Ar. 72701

FOR \_\_\_\_\_ [Signature] MP

⑆08 290 74 77⑆ 700526 70⑆ 1004

Accounting Approval \_\_\_\_\_

Key Code \_\_\_\_\_ Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Contact Name \_\_\_\_\_ Extension \_\_\_\_\_

Debit/Cash Account # 6890.1101.00 **DO NOT CHANGE**

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Description \_\_\_\_\_

Accounting Approval \_\_\_\_\_