

City of Fayetteville Staff Review Form

2022-0994

Legistar File ID

11/15/2022

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

Doug Bankston

10/20/2022

MEDIA SERVICES (060)

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Approval of a budget adjustment in the amount of \$15,000 from the Community Access Television (dba Your Media) Trust Account to recognize contract production revenue from Your Media and to increase related promotional activities budget.

Budget Impact:

1010.060.0600-5342.00	1010 General Fund																														
Account Number	Fund																														
51022.1101	Public Access Television 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;">7,307.22</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;">-</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;">7,307.22</td> </tr> </table>	Budgeted Item?	Yes	Current Budget	\$	7,307.22			Funds Obligated	\$	-			Current Balance	\$	7,307.22	<table border="0" style="width: 100%;"> <tr> <td style="width: 30%; border-bottom: 1px solid black;">Item Cost</td> <td style="width: 10%; text-align: center;">No</td> <td style="width: 30%; border-bottom: 1px solid black;">Budget Adjustment</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;">Remaining Budget</td> <td style="text-align: center;">Yes</td> <td style="border-bottom: 1px solid black;">Remaining Budget</td> <td style="text-align: right;">\$</td> <td style="text-align: right;">15,000.00</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: right;">\$</td> <td style="text-align: right;">22,307.22</td> </tr> </table>	Item Cost	No	Budget Adjustment	\$	-	Remaining Budget	Yes	Remaining Budget	\$	15,000.00				\$	22,307.22
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			\$	22,307.22																											

V20210527

Purchase Order Number: _____

Previous Ordinance or Resolution # _____

Change Order Number: _____

Approval Date: _____

Original Contract Number: _____

Comments:



MEETING OF NOVEMBER 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: October 20, 2022

SUBJECT: Receipt of Public Access Fees

RECOMMENDATION:

Approval of a budget adjustment in the amount of \$15,000 from the Community Access Television (dba Your Media) Trust Account to recognize Public Access activity revenue to allow expenditure for promotional activities 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 \$15,000 will be used for FPTV promotional activities.

BUDGET/STAFF IMPACT:

Approval of the Budget Adjustment will increase the promotional activities account by \$15,000.

Attachments:

Budget Adjustment for revenue.