

MINUTES OF THE MISSION FINANCE & ADMINISTRATION COMMITTEE

June 3, 2020

The Mission Finance & Administration Committee met virtually via ZOOM on Wednesday, June 3, 2020. The following committee members were present: Hillary Thomas, Trent Boultinghouse, Arcie Rothrock, Nick Schlossmacher, Debbie Kring, Kristin Inman, Sollie Flora and Ken Davis. Mayor Appletoft was also in attendance. Councilmember Kring called the meeting to order at 8:32 pm.

The following staff were present: City Administrator Laura Smith, Assistant City Administrator Brian Scott, City Clerk Audrey McClanahan, Assistant to the City Administrator Emily Randel, Public Works Director Celia Duran, Public Works Superintendent Brent Morton, Parks & Recreation Director Penn Almoney and Police Chief Ben Hadley.

Public Comments

Councilmember Kring explained that this meeting is being held virtually via Zoom and participants can make a comment through the chat feature.

There were no public comments.

Crux Research Presentation

Melea McRae, Ryan Hembree, Becky Schieber and Kara Brooks were present from the Crux KC Marketing Agency. Becky Schieber, presented the results of the research work that Crux has been engaged in over the last several weeks. Although they had to make adjustments for COVID-19, the Crux team conducted 16 interviews with 4 focus groups and received 200+ survey responses in their efforts to engage residents, businesses and parks and recreation patrons and staff. They were pleased with their ability to communicate with a viable cross section representative of the community. Their goals are to define and develop an elevated brand for the City and its departments, evaluate and update communication methods, identify communication strategies to drive revenue at the Community Center and decentralize responsibility for communication throughout the organization. Ms. Schieber emphasized that a successful campaign will include a new City website, consistent branding and messaging, streamlined social media accounts and standardized style and communication processes across all departments.

The positive perceptions of the City, that Crux received, included a good community that is friendly and inclusive with supportive and responsive City staff. Mission offers a great and safe location that has plenty of parks and green space and provides the small-town feel in the middle of Kansas City. Whereas, negative perceptions included issues with boundary markers and signage, lacking entertainment and being a somewhat “outdated” community. Ms. Schieber reported the marketing team’s one year goal would be to increase engagement across web,

email and social media accounts, support Parks & Recreation with growing registrations, create and streamline internal communication processes and launch a refreshed brand. An extensive report with the detailed findings and responses stemming from the research phase of the project was shared with the staff and the Council as a follow-up to the formal presentation. Council was encouraged to review the materials and contact members of the Crux team or staff with any questions or feedback.

Ms. Randel reported that the Sustainability Commission met earlier in the week and discussed that they would like to develop a communication plan that was targeted specifically to the efforts of their Commission.

Councilmember Flora asked if the 30-60-90 day action plan would narrow down the message and direction that marketing will be taking. Ms. Schieber confirmed that the plan is going to be a guide for the next three months and holds the marketing team accountable to the content they will deliver including brand concepts.

Councilmember Davis asked Ms. Smith and Ms. Randel to what degree it has been helpful to have the partnership with Crux as they have responded to issues over the last few months. Ms. Randel reported that the team has been essential in boosting morale, as well as providing some practical and planning support where possible with their limited exposure to Mission. For instance, they utilized the City's inspirations and thoughts to create material for the Market and were consultants with developing and brainstorming ideas for the COVID-19 video.

Councilmember Thomas asked if an evaluation of City events was included with the audit they conducted. Ms. Schieber replied that it wasn't included in this audit but knows it will be addressed in their future discussions with the departments.

Councilmember Boultinghouse thanked Crux and asked if on the communication page there would be other communication methods available such as text alerts. Ms. Schieber answered that it wasn't included but as they continue surveying then it could be added for feedback.

Councilmember Kring thanked Ms. Schieber for the presentation and commented that she knows Council looks forward to the next update.

Acceptance of the May 6, 2020
Finance and Administration Committee Minutes

Minutes of the May 6, 2020 Finance and Committee Meetings were provided to the committee. There being no objections or corrections, the minutes were accepted as presented.

Sale of General Obligation Refunding Bonds Series 2020A

Mr. Scott reported on the bond documents needed to proceed with the sale of General Obligation Refunding Bonds, Series 2020A, in the amount of \$6,250,000 to fund the replacement of General Obligation Refunding Bonds, Series 2010B.

The City of Mission issued the general obligation (GO) refunding bonds in 2010 for the purpose of restructuring GO bonds that were previously issued in 2005 and 2009 to fund flood mitigation efforts and stormwater infrastructure improvements. In coordination with debt service on the City's Series 2010A Bonds, the Series 2010B Bonds are structured in such a manner that the City pays interest only for the first nine years, then pays interest and principal in years 2020 through 2029. The interest rate on the bonds varies between 4% and 4.25%. The Series 2010B Bonds have a prepayment option that can be exercised by the City in September of 2020 whereby the City can refinance \$6,250,000 of the principal. This amount reflects the balance after the first principal payment of \$695,000 is made on September 1st.

The municipal bond market has been in a very favorable environment for the past year. The market for high quality municipal bonds has become even more favorable in light of the current economic situation resulting from the Coronavirus pandemic. Given this situation, it would be advantageous for the City to exercise the prepayment option on its Series 2010B Bonds by issuing Series 2020A GO Refunding Bonds in the amount of \$6,250,000 with the same maturity date of 2029.

The City's financial advisor, Bruce Kimmel of Ehlers estimates that the new issue would have a true interest cost (TIC) of approximately 1.52%, which would reduce the City's net interest cost over the remaining nine year life of the bonds (2020-2029) by approximately \$603,000. At the May 20 City Council meeting, staff was directed to undertake the next steps with our financial advisors and bond counsel to proceed to offer for sale General Obligation Refunding Bonds, Series 2020A.

Pursuant to the direction of the City Council, the sale of the bonds will be advertised and written bids accepted through 10:00 a.m. (CST) on Wednesday, June 17, 2020. In order to obtain the lowest interest cost, the City will solicit competitive bids from both local banks as well as regional and national bond underwriters. The Council will take three separate actions related to the Bond Sale, at the City Council meeting that same evening, and will include the acceptance of the winning bid, an ordinance authorizing the sale and a resolution prescribing the form and details of the bond sale. If acceptable to the City Council, the sale of the 2020A GO Refunding Bonds will close on July 9th. The proceeds will be used to pay the remaining principal on the 2010B series on September 1st when the principal payment is due.

Councilmember Kring thanked staff for their hard work and keeping everything progressing. Councilmembers Flora and Schlossmacher added the savings will be very helpful and advantageous for the City.

Councilmember Davis recommended continuing the next steps to proceed with the sale of General Obligation Refunding Bonds, Series 2020A, in the amount of \$6,250,000 to fund the replacement of General Obligation Refunding Bonds, Series 2010B come forward to Council for approval.

All on the Committee agreed, this will be considered under the Issuance of Notes and Bonds section of the June 17 City Council agenda.

Ordinance Regarding Vehicle Tows

Chief Hadley presented on two ordinances amending Mission's Municipal Code, Chapter 325 which is the impoundment of motor vehicles and Chapter 330 which details towing service in Mission. Substantial revisions are being proposed that will update the Code to provide consistency with current state law and offer some degree of uniformity in Mission's Ordinances relating to tow services with those of other northeast Johnson County municipalities.

The basis of regulation of tow services is to provide for the safety of the general public, avoid towing mistakes and false vehicle theft reports, and provide for the removal, towing, and storage of towed vehicles. Statutory provisions regulating tow services have origins in the 1960's and have been revised throughout the decades, most recently in 2016. In general, tow services operating in Johnson County follow the state law in practice on a day to day basis. All are required to register with the individual cities and meet certain criteria to be put on a list of approved tow services within each city. Cities in northeast Johnson County have adopted ordinances to implement local regulations within the context of the state laws. These regulations are not uniform and most cities have not updated their ordinances to address the statutory changes throughout the years.

Recently, various tow service providers have initiated efforts to clarify existing city ordinances relating to towing regulations for tows from private property. The Police Department has worked with City Attorney Dave Martin and completed a substantial review of current state statutes and ordinances from other Johnson County cities. The result is an entire redrafting of Mission Code Chapter 325 and Chapter 330.

Councilmember Davis recommended the Ordinances amending Mission's Municipal Code, Chapter 325 - Impoundment of Motor Vehicles and Chapter 330 - Towing Service be forward to Council for approval. All on the Committee agreed, this will be on the consent agenda.

Voter Engagement Strategy Resolution

Ms. Smith reported on the Resolution communicating the objectives of Mission's Governing Body to encourage and support increased voter engagement and turnout. During the May 6, 2020 Finance & Administration Committee meeting, Councilmember Boultinghouse presented

information from a workshop he attended at NLC earlier this year entitled "Cities Vote: Building Voter Engagement to Permanently Strengthen Democracy" that talked about effective strategies to increase civic engagement and voter participation. He felt the workshop was extremely beneficial and thought it would be important to share with the full Council Committee. During the Committee meeting, several ideas were discussed including providing voter registration information, registration deadlines, and election calendars (when appropriate) in all city mailers and communication materials as well as passing a resolution making increased voter turnout a goal of the City Council and conducting a city-wide campaign to encourage residents to take advantage of the county's vote-by-mail option. Following the Committee discussion, the Council asked for a draft resolution to be advanced to the June 3, 2020 Committee meeting for action. This resolution would set out goals and allow the Council to exercise creativity in effectively implementing voter engagement.

Councilmember Kring commented that this was a great idea and will help be more effective and efficient in voter turnout. Councilmember Schlossmacher thanked Councilmember Boultinghouse for bringing this information to the Council. Councilmember Flora also thanked Councilmember Boultinghouse and thought it was a good idea to get Council's support with this initiative and recommended that the first action of this Resolution be to implement the PR campaign for residents to return their mail-in ballot applications from the County.

Councilmember Boultinghouse commented that he spoke with the Mayor and Michael Poppa, from Mainstream Coalition, and is considering inviting Mr. Poppa to speak at the July Committee meeting and demonstrate a tool that would support following-up with residents who are not frequent voters. Councilmember Kring thanked Councilmember Boultinghouse and thought it would also be important to provide educational information to high-school seniors who are new to the voting process. Ms. Smith replied that there would be more information that can be provided from NLC, such as having access to ideas from other cities, and noted that many communities are working on plans to engage teenagers in the voting process.

Ms. Smith added that this would be on the July City Council meeting as a resolution. The City did include an evergreen piece in the Mission magazine on that process and it will be a great tool to incorporate and develop in an effort to keep people updated and informed.

Councilmember Flora recommended the Resolution communicating the objectives of Mission's Governing Body to encourage and support increased voter engagement and turnout be forward to Council for approval. All on the Committee agreed, this will be on the non-consent item agenda.

Discussion Items

There were no discussion items.

OTHER


Department Updates

There were no departmental updates.

Meeting Close

There being no further business to come before the Committee, the meeting of the Finance and Administration Committee adjourned at 9:14 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Audrey M. McClanahan".

Audrey M. McClanahan
City Clerk