



City of Columbia, Missouri

Meeting Minutes

City Council

Monday, February 21, 2022
5:00 PM

Pre-Council

Conference Room
1A/1B
Columbia City Hall
701 E. Broadway

I. CALL TO ORDER

Mayor Treece called the meeting to order at approximately 5:05PM.

Present: 6 - Thomas, Peters, Treece, Skala, Fowler, and Waner

Absent: 1 - Pitzer

ARPA Community Engagement Process

Attachments: [PHHS ARPA Engagement Process Proposal](#)

City Manager, De'Carlton Seewood invited Stephanie Browning, Director of Public Health and Human Services (PHHS), to introduce a proposal for the allocation of the remainder of the American Rescue Plan Act (ARPA) funds. Director Browning introduced her presentation: Revitalize, Renew, Recover - Columbia's proposed process for ARPA Funds. Director Browning then introduced her team, Rebecca Roesslet, Ashton Day, and Sara Humm.

Director Browning briefly detailed PHHS's proposal to engage in a large-scale community survey, followed by a set of focus groups, to determine how the citizens of Columbia would like to see City Council use their ARPA funds and where the greatest areas of need are.

Sara Humm and Ashton Day then provided an overview of eligible uses for ARPA and reviewed the City Council's commitment to allocate \$12.5 million of ARPA funds to address the four priority areas of homelessness, mental health, rapid access and community violence. Ms. Humm and Ms. Day then detailed PHHS's proposed engagement plan, to virtually and in-person survey residents to determine the community's priority funding areas. They explained that with the data collected from those surveys, approximately 10 focus groups would be conducted with a more narrow scope on the priority funding areas to collect in-depth input from a range of stakeholders in those areas.

There will be robust efforts in place to reach underrepresented groups by providing meals and childcare during in-person engagement events and gift cards will be provided to participants. There will be significant outreach to community stakeholders to ensure a wide range of perspectives are heard. Similar to the COVID-19 outreach campaign, PHHS plans to engage in large scale public communication efforts to reach citizens through a dedicated webpage, advertising on multiple forms of social media, an e-newsletter, and partnerships with community leaders to reach those who do not have regular internet access. Rebecca Roesslet proposed using a contractor for the communications effort. Director Browning then introduced PHHS's detailed budget proposal, including funds for 2 additional Senior Planners to help administer the program.

Councilwoman Fowler asked that the communications effort be spearheaded by women or Black owned businesses in Columbia through the Supplier Diversity Program. Director Browning agreed that PHHS would like to prioritize supplier diversity if this project allows them to do so.

Multiple council members expressed their support for this plan, including hiring additional planners. Council persons Skala and Warner along with Mayor Treece expressed that they do not believe Council should be given the responsibility of deciding the priority areas for funding, instead it should be left to the community and determined through the survey results.

Mayor Treece inquired about partnering with the County in this effort which was supported by other Council members, the City Manager, and Director Browning. Mayor Treece also mentioned the possibility of the State matching ARPA funds.

Director Browning confirmed that the scope of a \$100,000 media campaign was appropriate. Council agreed and supported PHHS conducting a large-scale community survey.

Parks Sales Tax Implementation Schedule

Attachments: [2021 Park Sales Tax Implementation Plan Memo](#)
[2021 Park Sales Tax Implementation Plan - Proposed](#)

Mike Griggs, Director of Parks and Recreation was introduced to discuss the Park Sales Tax Implementation Schedule. Director Griggs introduced Gabe Huffington, Assistant Director of Parks and Recreation. Director Griggs explained the purpose of the meeting to receive Council direction on the implementation schedule of the projects approved in the November ballot issue.

Director Griggs and Assistant Director Huffington detailed the priorities of Parks and Recreation employees and explained their proposed implementation schedule.

Council member Skala expressed concern about land acquisition not being a top priority. Director Griggs explained that Parks and Recreation will discuss land acquisition with Council at the end of March for the next appropriation. Mayor Treece asked whether there is worry about revenues not keeping pace with rising cost of land. Director Griggs explained there is no great worry because acquisitions are typically done below market rates.

Council member Peters thanked Director Griggs for making the park in Whitegate a priority.

Director Griggs then transitioned to ask Council for support to conduct the 4th of July fireworks in Stephens Lake Park.

Council members Fowler and Skala inquired about what kind of interactions Parks and Recreation has with the surrounding neighborhood associations for the 4th of July event. Director Griggs explained the interactions would be much like those already conducted for Roots and Blues.

The Council supported the location of Stephens Lake Park.

II. ANY OTHER ITEM THE COUNCIL MAY WISH TO DISCUSS

None.

III. ADJOURNMENT

Meeting adjourned at 6:15PM.