



**Administration and Human Services**  
**Committee**  
**Standing Committee Meeting Agenda**  
**Monday, March 12, 2012**  
**5:30 PM**

**Location:**

Municipal Office Building  
701 N 7th Street  
Kansas City, Kansas 66101  
6th Floor Training Room

<u>Name</u>	<u>Absent</u>
<input type="text" value="Commissioner John Mendez, Chair"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Ann Brandau-Murguia"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Angela Markley"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Tom Cooley"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Butch Ellison"/>	<input type="checkbox"/>

**I.**        **Call to Order/Roll Call**

**II.**        **Approval of standing committee minutes for December 12, 2011.**

**III.**        **Committee Agenda**

**Item No. 1 - GRANT**

**Synopsis:**

Request approval of a grant application to Health Care Foundation of Greater Kansas City for 2012 Healthy Lifestyles, submitted by Joe Connor, Health Department. The \$30,000 grant is for the development of a comprehensive communication plan for Healthy Communities Wyandotte community health improvement plan that has an emphasis on middle and high school age residents.

**Tracking #: 120046**

**Item No. 2 - ORDINANCE**

**Synopsis:**

An ordinance relating to the qualification of resident commissioners appointed to the Kansas City, Kansas Housing Authority, submitted by Kristen Chowning-Martin, Legal.

**Tracking #: 120031**

**IV.      ADJOURN**

**ADMINISTRATION AND HUMAN SERVICES  
STANDING COMMITTEE MINUTES  
Monday, December 12, 2011**

The meeting of the Administration and Human Services Standing Committee was held on Monday, December 12, 2011, at 5:00 p.m., in the 6<sup>th</sup> Floor Human Resources Training Room of the Municipal Office Building. The following members were present: Commissioner Mendez, Chairman; Commissioners Markley, Cooley, and Ellison. Commissioner Murguia was absent.

**Chairman Mendez** called the meeting to order. Roll call was taken and all members were present as shown above.

Approval of standing committee minutes for November 14, 2011. **On motion of Commissioner Ellison, seconded by Commissioner Cooley, the minutes were approved.** Motion carried unanimously.

Committee Agenda:

**Item No. 1 – 110364....Request approval of a one-year agreement with New West Presentations, Inc., to operate Sandstone Amphitheater with three single year options to renew, submitted by Gary Ortiz, Assistant County Administrator.**

**Gary Ortiz**, Assistant County Administrator, introduced Chris Fritz, Operator for New West Presentations. This is a one-year agreement renewal with a three-year option thereafter. I'm going to hit some of the highlights that we've changed because for the large part and most part, it's the same as it was before. The UG used to take its revenue based on ticket sales, concessions, and things like that. We've had enough experience with this agreement that we know roughly what it nets out per year. We know what good years look like because '08 and '09 were pretty good years revenue-wise. Then the recession hit and it's been kind of tough since then. I'm going to give Chris an opportunity a little later to explain the environment that he's competing in. Because its tough times, we just decided to go ahead and benchmark the amount of money we need out of the deal to keep lights on out there and that's what we've done. For next year, they've committed to pay us over two installment payments, one in August and one in

October, a total of \$80,000. So the schedule is \$80,000 in '12, \$80,000 in '13, \$85,000 in '14, and then \$90,000 in 2015. The other thing you need to know is that we get no percentage of naming rights because I didn't want to count on something that might not come to fruition. That's an unknown at this time and we're not going to bet on the come, we want a certain amount of money guaranteed out of this contract.

The UG has the right under this agreement to have up to 12 events there per year giving them adequate notice, and there are certain non-competing elements. We can't bring in national or regional type concerts. If we did use them, they'd have to be for things like the Great American Barbeque, something that the Parks Division worked out with enough advanced notice. I think there's a 90 day or 120 day...**Mr. Fritz** said 120 days...**Mr. Ortiz** said a 120 day advanced notice requirement in here. If we get into organizing things on that venue that we want to sponsor, we want to be a part of, we have to give them that notice and arrange for the different things—security and whatnot.

We have changed nothing in this relative to Bonner Springs. They still get their \$0.50 per ticket. **Commissioner Cooley** said I thought it was a quarter. **Commissioner Cooley** said back when I was there, I thought we got it down to a quarter. **Mr. Fritz** said you did; it was. **Mr. Ortiz** said the original renewal contract happened back in '07 and then it was renewed again in '09, and I think that changed in '09. They still get the security detail and all that type of thing. Revenue to Bonner is going to be exactly the same as it had been before. Nothing has changed there.

Basically those are the highlights I wanted to hit. Very little has changed. I'd like to ask Chris to talk about the environment in which he's competing because since '07, that's changed significantly and you ought to know about that.

**Chris Fritz**, New West Presentations, said when we did the agreement in '07, we thought life was great then all of a sudden everything started collapsing in '08. We still had a good season because the season ended in September and Lehman Brothers was just closing up shop so then it all fell apart. The economy has had a huge toll on this because it's all about expendable income. We had a good '08. '09 wasn't bad. '10 was a disaster for the entire industry from AG to Live Nation, everybody went down 45% in ticket sales. It's estimated that Live Nation lost \$1 billion in year '10. Subsequently, things have stabilized a little bit but they haven't gotten better. Everybody's trying to get a little smarter. It's a very cut-throat thing.

Also, the one reason that Live Nation left the amphitheater and just pulled out was because of the Sprint Center. It's the new girl in town. Everybody's dating her. The Sprint Center has created some stuff. Live Nation migrated themselves over to Starlight where they're doing downsized shows, actually shows that they could probably do 10,000 sometimes and an 8,000 seater so that makes it difficult but we've created a niche and I think if we can stay with it, we're going to build this up. We have to put a lot of money into the facility. The capital improvements we have to make are just beyond our reach but we work hard and we've tried to polish it up as best we can. We've got a capital improvements program this year that's \$50,000, which doesn't sound like much but we'll probably stretch that to be worth \$200,000. If you look at the place, it's looking good but that's because we've got a lot of people involved. It's more about passion than profit. We do want to try to make a profit. We're still in the hole some \$300,000 because when we first did it, we had to put almost \$500,000 in it. We're hanging in there.

The deal is an increase for the Unified Government over the last couple of years. I think we paid \$64,000 in '10 and only \$58,000 this year. This year was an anomaly because of the Kanrocksas Music Festival that we held out at the Speedway which canalized the industry to be honest. We could be competing against ourselves so it really kind of was something that we didn't want to have happen that way but because of all the acts and what they were doing in a two month period, it just fell that way. We're not doing it again next year. I guess this is public but it's not public information yet. We're still excited; we're passionate about it. We actually have offers in for 18 attractions this year. To have an offer doesn't mean you have the act. We're telling Gary 12. We're doing some country nights there. Hopefully we can get this place to where people are coming back to the area and spending money everywhere.

**Commissioner Ellison** said I have a question. Three one-year deals. The first year at \$80,000. Let's suppose you say we can't make it on that. That's negotiable down because we'd rather see someone in there rather than see the grass growing in the cracks. **Mr. Ortiz** said right. The renewals are mutual so they have to be agreeable as does the UG. **Mr. Fritz** said sometimes it's not good to assume, but I'm assuming that from a financial standpoint, we have a deal for four years. If we can't make it then obviously we'll say we're losing way too much money here. That's not our intent. They wanted it mutually. What's good for the goose is good for the gander. But from a financial thing, those would be the terms so we would just have to agree to

them at the end of each year which we have to because our season starts really in November getting prepared for the following year. **Mr. Ortiz** said Chris and I met three or four times. I'd start high and he'd tell sob stories. We think we're in the sweet spot here. It's something that we both can live with. The public purpose good is that we get a revenue stream; we keep the lights on out there. The way its structured is the harder he works it, the more acts he gets, the more money he makes and there's nothing wrong with that. The community benefits from that.

**Commissioner Cooley** asked Chris, how many shows do you think you'll have this summer? **Mr. Fritz** said what we're budgeted for is 12 right now and we're doing country nights which will either be on a Friday or Saturday. We have 13 Saturdays between June, July, and August. We already have five events that we know are happening on the Saturdays so they might be converted to the Fridays. They're going to start out hopefully doing 700 or 800 and we're hoping to build it up to 1,500 to 2,000. They'll be consistently doing country music. Hopefully, next year that number doubles and we'll have a consistent thing with country music.

**Commissioner Cooley** said I can honestly tell you that I have not been to the Sprint Center and I probably won't go. It always seems to be something that doesn't fit my venue. Being the sports person that I am, I have heard the horror stories of going to the Sprint Center and sitting in the upper deck. You don't have enough room and you're sitting with your knees over here because you don't have enough room. We're comfortable out there at our facility and I want to make sure that that facility, even though it needs some attention, I want to make sure that that facility gets used and gets the exposure that we need. Obviously we're not going to compete with some of the bigger name acts that come in because that was something that we faced with the improvements a few years back, but there's still a market there and I appreciate what you're doing to get that market and help us get the attractions there that benefit some of the other venues that we don't get in other places. **Mr. Fritz** said we will.

**Commissioner Markley** said you answered all my questions except for one. On the insurance page where probably no commissioner except myself spent any time looking at, I noticed there's only a \$500,000 limit and I wonder if that was enough or if we were thinking that our insurance would cover anything outside of that. I'm just thinking if somebody falls off the stage onto the concrete and sues us or you or us both. **Mr. Ortiz** said I know that used to be the tort claim limit

but I'll defer to Ken. **Ken Moore**, Deputy Chief Counsel, said any claims against the Unified Government based on tort are subject to that cap unless you have insurance higher than that. So there's no reason for a tort claim if you're insured for \$500,000. **Commissioner Markley** asked how does that affect us if we both end up in the same suit. They could still go after more but we're going to be fine. Not that we want that to happen. **Mr. Frtiz** said we had one issue like that. First of all, we're carrying a million on our liability just on the venue. On the concerts, we carry \$5 million. Our coverage is roughly \$6 million. I want to say its \$2 million per occurrence, aggregate of \$5 million. The million is total. It could be five claims or it could be one but that's the liability we have. Then we carry workman's comp so you get the statutes there. If a worker fell off the stage or actually the act so you know there are statutes on that. **Mr. Ortiz** said we looked at that real close after what happened. **Commissioner Markley** said exactly. That's what I was thinking. You never want to think that something terrible is going to happen and then after a venue like that, perhaps people might be drinking, I don't know. **Commissioner Ellison** said or smoking dope. **Commissioner Markley** said I just wanted to make sure we were covered. **Mr. Fritz** said I think we've got great coverage. I know we supply you with a policy every year. The promoter, which is Mammoth, my partners, we carry a \$5 million per concert. So if we have a show there or an activity, there's an additional \$5 million in place from load in to load out.

**Action:** **Commissioner Cooley made a motion, seconded by Commissioner Ellison, to approve and forward to full commission.** Roll call was taken and there were four "Ayes," Ellison, Cooley, Markley, Mendez.

Adjourn

**Chairman Mendez** adjourned the meeting at 5:27 p.m.

cg

May 16, 2011



# Staff Request for Commission Action

Tracking No. 120046

Revised  
 On Going

Type: Standard

Committee: Administration and Human Services Committee

Date of Standing Committee Action: 3/12/2012  
 (If none, please explain):

Proposed for the following Full Commission Meeting Date:

Confirmed Date: 4/5/2012

4/5/2012

Changes Recommended By Standing Committee (New Action Form required with signatures)

Date:	Contact Name:	Contact Phone:	Contact Email:	Ref:	Department / Division:
2/17/2012	Joe Connor	573-6704	ljenicke@wycokck.org		Public Health

Item Description:

Application to Health Care Foundation of Greater Kansas City for 2012 Healthy Lifestyles. Requesting \$30,000.00 for the development of a comprehensive communications plan for Healthy Communities Wyandotte community health improvement plan that has an emphasis on middle and high school age residents.  
 The funding if granted will go toward establishing a full time Communications Coordinator in the Public Health Department. This position will be funded for one year with a combination of grant proceeds and is subject to continued grant funding/renewal.

Action Requested:

Approval of grant application.

Publication Required

Budget Impact: (if applicable)

Amount: \$  
 Source:  
 Included In Budget  
 Other (explain) Grant funded.

		<input type="checkbox"/> File Attachment	<input type="checkbox"/> File Attachment
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Health Care Foundation of Greater Kansas City

Proposal Narrative Document

Organization: Unified Government Public Health Department

**Problem or Need** (up to 20 points)

Wyandotte County, KS is a county with a total population of 157,505 (2010 Census) contained in 155.69 square miles. The majority of the population (145,786) resides in Kansas City, KS with the remaining population residing in the cities of Edwardsville and Bonner Springs. Wyandotte County is also a part of the Greater Kansas City Metropolitan Area encompassing counties in both Kansas and Missouri. The population of the metro area is 1.5 million.

Wyandotte County has, for generations, been in a declining state of community health. These issues were synthesized with the release of the County Health Rankings by the Kansas Health Institute in 2009. This report was followed up by annual county health ranking reports from the University of Wisconsin-Population Health Institute. While the reports vary slightly in data sources and methodology, both reports rank Wyandotte County last in the state of Kansas for overall community health. The problem is compounded by the results of the Kansas City metropolitan community where two counties (Johnson County, KS (contiguous to Wyandotte) and Platte County, MO) both ranked second in the same report.

A sampling from the University of Wisconsin-Population Health Institute 2011 report highlights the community health challenges for Wyandotte County:

<b>Health Factors</b>	<b>Wyandotte County</b>	<b>Kansas</b>
Adult Smoking	26%	19%
Adult Obesity	36%	29%
Teen Birth Rate (per 1,000)	86	42
High School Graduation	60%	79%
Children in Poverty	26%	15%

Economic development since the unification of Wyandotte County and the City of Kansas City, Kansas governments in 1997 has been remarkable. Wyandotte County is home to the Kansas Speedway since 2001 and will host two NASCAR events in 2012. The Legends retail district is one of the best performing retail centers in the Kansas City Metropolitan Area. The Hollywood Casino at Kansas Speedway ranked as the second largest construction project in the Kansas City Metro Area by the Kansas City Business Journal in 2011. The casino, which opened on February 3, 2012, is valued at a construction cost of \$411-million. *Site Selection*, a magazine publication for expansion planning decision makers and service providers, selected LiveStrong Sporting Park professional soccer stadium and Cerner's office complex and campus among the top 10 economic development deals in North America for 2011. The \$414-million development

deal will create 4,000 new healthcare technology jobs at an average salary of \$54,000 per year in addition to several thousand jobs connected with the sports stadium.

But even with these landmark developments the overall health of our community has not been positively affected. Our citizens have the 2<sup>nd</sup> lowest per capita earnings in the state of Kansas (\$28,779, 2009 Bureau of Economic Analysis, Bearfacts), but workers in Wyandotte County earn the 2<sup>nd</sup> highest average annual wage (\$43,420, 2010 Kansas Department of Labor, Labor Market Information Services).

Wyandotte County has transformed to become an entertainment and tourism destination location. A transformation of Wyandotte County's community health will be complimentary to the opportunities created by economic development over the last decade. Providing opportunities for active living, improved educational achievement, access to healthy foods and health services will improve the trajectory of health in Wyandotte County.

### **Organization & Project Overview** (up to 70 points)

#### 1. Brief History of Organization:

The Unified Government of Wyandotte County/Kansas City, Kansas (UG) was formed in October, 1997 after a vote of the people to combine the governments of Wyandotte County and its largest city, Kansas City, KS. This new organization increased efficiency and enhanced working relationships among departments.

The UG Public Health Department has 95 employees who provide programs and services organized under four departments: Personal Health Services, Environmental Health, Air Quality and Emergency Preparedness. The Public Health Department's annual operating budget is \$7 million.

The Public Health Department's Vision is: ***Leading the way to a healthier community and cleaner environment through community partnerships and the support of the Unified Government.***

The Public Health Department's Mission is: ***Monitor and assess health status indicators to identify community health problems, promote and encourage healthy lifestyle behaviors.***

In February, 2010, the Mayor/CEO of the UG Joe Reardon announced the formation of a Healthy Communities Task Force in response to the Kansas Health Institute's County Health Ranking Report to develop a community engagement strategy. This was done in conjunction with his annual State of the Government address as an initiative of his administration. Joe Connor, Director of the UG Public Health Department and the Kansas Health Institute assumed the lead role in facilitating community engagement.

A series of community meetings were held to gain reactions, perspective and commitment to community health improvement. In November, 2010, the Mayor's Task Force, re-titled Healthy Communities Wyandotte, expanded to include leaders from community organizations, schools, health care and philanthropy. This new Steering Committee was charged with being the coordinating body to advocate, promote, and develop community strategies for a healthier Wyandotte County. The Steering Committee formed five Action Teams (Communications, Education, Environmental Infrastructure, Nutrition/Healthy Food, and Health Services) to further engage the community and to develop strategies and make recommendations for a community health improvement plan.

The plan titled "HCW: Recommendations for a Better Future" (the full report is attached) is complete and in the process of being distributed. HCW has already seen success in the area of policy development and implementation for the built environment.

- On April 7, 2011 the Unified Government adopted Resolution 22-11, formally adopting the "Complete Streets" philosophy. The Director of Public Health, along with the Director of Planning and Urban Design and County Engineer presented the resolution to the UG Commissioners.
- Through the generosity of the Health Care Foundation of Greater Kansas City, the Unified Government is in the process of developing a Sidewalk and Trail Master Plan. If adopted by the UG Commissioners, this plan will provide the roadmap for a healthier infrastructure by planning for active living opportunities.
- Also through the same grant there has been an expansion of the Safe Routes to School program. Currently there are 11 grade schools that are either under construction or are approved for construction funding. The outreach coordinator has recruited 4 additional schools who are working on their initial application with a goal of 4 more in 2012.

## 2. The Target Population/Community(ies):

The target communities in Wyandotte County are those groups, committees, task forces and coalitions that are focused on improving health both at the policy and programmatic levels. Participation and coordination with these committees and organizations will make an impact on the communications of Healthy Communities Wyandotte.

An emerging committee is being formed through a grant from the Y-USA in partnership with the Centers for Disease Control and Prevention called Pioneering Healthier Communities. This is a three-year initiative utilizing a community leadership strategy to facilitate active living and healthier eating through policy and

environmental change. The Greater Kansas City YMCA applied for the grant in Wyandotte County to capitalize on the work underway by HCW.

Another coalition in Wyandotte County is the Latino Health for All Coalition. They have engaged community partners to address important health issues in the Latino community by promoting healthy nutrition, physical activity, and access to health services. The University of Kansas Work Group for Community Health and Development (KU Work Group) received a grant and is providing leadership from a research perspective.

The KU Work Group is also leading an effort called Wyandotte Health for All whose goal is to complete a community health assessment utilizing the Mobilizing Action through Planning and Partnerships (MAPP) process. The assessment is scheduled for completion in the 4<sup>th</sup> quarter of 2012. Participation and input into that process will communicate the work of HCW and its recommendations and priorities.

The Unified Government also has a department in their Neighborhood Resource Center called Livable Neighborhoods. Livable Neighborhoods coordinates the activities of over 130 neighborhood groups with their core mission being to advocate for legislative, ordinance and policy change that will create clean and safe neighborhoods. They also produce a monthly newsletter and assist individual neighborhood groups with producing materials. This provides another forum of community leadership to disseminate information on community health improvement.

Kansas City librarians are launching a new initiative called the K-20 Librarian. The consortium's goal is to build institutional bridges across the so-called K-20 spectrum of K-12 schools, public libraries, colleges, universities and others that will enhance and extend distance learning opportunities and resource sharing. This project will also leverage the emerging Google Fiber Project currently under construction in Kansas City, KS. The K-20 Librarian project provides an opportunity to provide HCW educational and informational community health content in a unique manner.

While community health improvement encompasses all of a community, this effort will also focus on establishing a communication strategy with youth, primarily middle and high school age. The Public Health Department has entered the realm of social media initially through My Space but more recently through Facebook. There are currently 179 "likes" of our main Public Health Department page with 42% being between the ages of 13-17. We also have a Healthy Sexual Relationships page that only has 10 "likes" but is targeted towards the 13-17 population. We will increase our participation or "likes" in that age range by utilizing existing opportunities, Unified School District #500's Hip Hop for Health Fairs and our Women's Health and Communicable Disease clinics. Other opportunities will also be developed through participation in community activities, consultation with youth development organizations and school districts.

### 3. Proposed Project Activities:

The Public Health Department is requesting funding for the development of a comprehensive communications plan for community health improvement information with an emphasis on middle and high school ages.

While each HCW Action Team developed its own strategies and recommendations, the Communications Action Team has identified issues that cut across all teams.

The recommendations from the Communications Action Team are:

- Create a healthier Wyandotte County by sharing information and stimulating discussion to change behavior.
- Position Healthy Communities Wyandotte as the ultimate source for advancing healthy living among all community members.
- Ensure continuity of effort through coordination among all Healthy Communities Wyandotte work groups.

Other recommendations from the other action teams that identify their communication needs:

- Education – Recognize and reward quality education and high achievement.
- Infrastructure – Launch an education campaign to inform the public about infrastructure improvements and strategies to lead an active life.
- Nutrition – Launch an education, marketing and policy campaign to counter the influence of unhealthy food.
- Health Services – Increase oral and mental health awareness and education.

The focus on middle and high school age residents will center on increasing the Facebook “likes” on the Public Health Department’s pages and preparing content on a regular basis for the pages. Reaching school age residents will be achieved through the K-20 Librarian initiative.

This new program will be led by an employee of the Public Health Department that will be recruited as a Communications Coordinator. In addition to developing a communication plan, the coordinator will be an active participant in the currently identified coalitions working on community health improvement. Those coalitions are:

- YMCA’s Pioneering Healthier Communities
- Latino Health for All
- Wyandotte Health for All
- UG Livable Neighborhoods
- K-20 Librarian Initiative

The Public Health Department will be utilizing a grant previously received from Blue Cross/Blue Shield for the majority of the costs of this program. The request of the Health Care Foundation of Greater Kansas City is for \$30,000 for a 12-month period.

#### 4. Outcomes & Evaluation:

This proposal is outcome-oriented. Evidence of its completion will include:

- Active participation in the coalitions identified to that are focused on community health improvement.
- Increases in Facebook “likes” of both Public Health Department pages.
- Increases in Facebook “likes” of individuals ages 13-17.
- Completion of a Communications Plan for the Healthy Communities Wyandotte recommendations.
- The amount of content prepared for UG Livable Neighborhoods, K-20 Librarian Initiative and the Public Health Department Facebook pages.

Community health improvement is not a short-term undertaking. The planning effort to develop the HCW recommendations provides Wyandotte County with a comprehensive roadmap for improvement. The continued and expanded engagement of the community is a good first step towards community health improvement becoming a priority in both policies and programs.

Wyandotte County, Kansas strives to be a vibrant community where people will love living, working, and playing well into the future. The proposed project is designed to promote this community mission.

#### 5. Staffing and Capacity:

##### **Joseph M. Connor, Director, UG Public Health Dept.**

As the Director of the Public Health Department for the Unified Government of Wyandotte County/Kansas City, Kansas, Mr. Connor is responsible for the managing one of the largest departments in the local government. The department is made up of four (3) divisions – Personal Health Services, Environmental Health & Air Quality and Emergency Preparedness – and has a staff of 95 employees.

Mr. Connor was employed by the former Wyandotte County government since May, 1985 before coming to the Public Health Department in June, 1997. He began as a staff accountant for the County Auditor’s office and held business manager’s positions in the Community Corrections, Department of Corrections and the County’s Business Office. While in those positions his duties consisted of administering inmate funds and commissary for the Adult Detention Center, overseeing budgets of

the Sheriff's Department and Juvenile Detention Center and implementing centralized purchasing initiatives for the County.

Mr. Connor holds a Bachelor's Degree in Accounting from Emporia State University and a Masters Degree in Business Administration from the University of Saint Mary-Leavenworth. In addition he has participated in the Kansas City Kansas Chamber of Commerce Business/Education Coalition, graduate of Leadership 2000, served as President and Treasurer of the Kansas Correctional Association, sits on the board of the Metropolitan Official Health Agencies of the Kansas City Area, immediate Past President of the Kansas Association of Counties and current Chair of the Community Health Council of Wyandotte County, Inc.

### **Communications Coordinator-Public Health Department**

The following is a summary of the job description of the Public Health Department's Communication Coordinator that will be used in the recruitment process.

#### **Position Summary:**

The communications coordinator will be responsible for developing an effective communications structure for Healthy Communities Wyandotte. He or she will:

- 1) Create a strategic communications plan to facilitate the flow of information among Healthy Communities Wyandotte partner organizations
- 2) Work with community members and leaders from stakeholder organizations to identify priority communications needs with the goal of improving health in Wyandotte County and develop plans for meeting those needs.
- 3) Oversee external communications, using mass media (e.g., Google Fiber, TV, radio, print, and social media) to improve the health of Wyandotte County.

#### **Required Qualifications:**

Degree in journalism, communications, writing or a related field. Excellent interpersonal skills and a proven ability to lead. Understanding of web-based communications tools and metrics.

#### **Preferred Qualifications:**

Experience developing strategic communications plans. Multi-media reporting and editing skills. Fluency in Spanish. Familiarity with Wyandotte County governmental and community structures. Experience in website management and social media. Experience in the health field, such as public health, health administration, or health policy. Event-planning skills. Marketing and public-relations experience.

#### **6. Collaboration:**

The Public Health Department has relied on partners to complete the HCW community health improvement report. The Kansas Health Institute provided invaluable research and policy development support. The organizations represented

on the HCW Steering Committee provided diverse and invaluable information that assisted in the plan development. Below is a listing of the HCW steering committee members:

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Joe Reardon	Mayor/CEO	Unified Government
John Mendez	Commissioner	Unified Government
Pat Pettey	Commissioner	Unified Government
Mark Holland	Commissioner	Unified Government
Bill Epperheimer	CEO	Wyandotte Health Foundation
Rev. Tony Carter	Reverend	Baptist Ministries Union
Bob Page	President/CEO	University of Kansas Hospital
Mike Dorsey	President/CEO	Providence Medical Center
Dr. Barbara Atkinson	Executive Vice Chancellor	Kansas University Medical Center
Brandi Fisher	Vice President	United Way of Wyandotte County
Mary Lou Jaramillo	President/CEO	El Centro
Dr. Tom Burke	President	Kansas City, Kansas Community College
Peter Zevenbergen	President/CEO	Wyandot Center
Tom Stibel	Executive Director	Kansas City, Kansas Housing Authority
Lisa Garcia	Director of Student Services	Kansas City, Kansas Public Schools
Deb Ayers-Geist	Director of Special Services	Tuner Public Schools
Steve Adams	Superintendent	Piper USD #203
Dr. Robert Van Maren	Superintendent	Bonner Springs/Edwardsville Public Schools
Karla Leibham	Associate Superintendent	Archdiocese of Kansas City in Kansas

The Public Health Department will continue to enhance partnerships created through the HCW planning process and expand to the UG Livable Neighborhoods, Latino Health for All, Wyandotte Health for All and the K-20 Librarian Initiative specifically. It is anticipated that other organizations will be identified through the communications planning process.

#### 7. Sustainability:

Community health improvement is a long-term process that requires a multi-faceted, sustained approach. Communications of the issues, benefits and successes in Wyandotte County is an important part of changing the policies and culture that currently exists.

This program fits well with the vision and mission of the Public Health Department. During the 2013 budget process for the Unified Government, the Public Health Department, that begins in June, 2012, will request funding to continue the position and program.

**Diversity Information** (up to 10 points)

The Unified Government does not tolerate harassment of employees based on sex (with or without sexual conduct), race, color, religion, national origin, age, disability, or protected activity (opposition to prohibited discrimination or participation in the Unified Government or statutory complaint process) by anyone in the workplace, including supervisors, co-workers, and non-employees. Employees who make complaints of harassment or provide information related to such complaints will be protected from retaliation. Employees are encouraged to report harassment to any and all levels of management, including their department head, the Director of Human Resources, and the County Administrator, or to the Employee Relations Officer. To the extent possible, complaints of harassment will be kept confidential. All complaints of harassment will be promptly, thoroughly, and impartially investigated. If the Unified Government determines that harassment has occurred, it will take immediate and appropriate corrective action.

- All Unified Government programs are offered in a nondiscriminatory manner.
- Discrimination in the workplace is not tolerated.
- It is the policy of the Unified Government not to discriminate against any employee or applicant for employment because of race, color, national origin or ancestry, religion or creed, sex, pregnancy, age, or disability.
- Harassment is prohibited in any location that can be reasonably regarded as an extension of the workplace, such as any customer location, an off-site social business function, or any other non-Unified Government facility where Unified Government business is being conducted and discussed.
- All UG employees and supervisors receive training on harassment every three years.

UG Departments and the Purchasing Dept. are responsible for seeking bids in a non-restrictive and open process which encourages minority business enterprises (MBE), women-owned business enterprises (WBE) and local vendors (LBE) and provides a sufficient number of responses for a particular purchase. In all formal solicitations, the Invitations for Bids or the Requests for Proposals shall be distributed to prospective local vendors and LBE, MBE and WBE vendors whenever possible. Written quotations shall be solicited from local, women and minority business enterprises.

For more, see attachment: *Wyandotte County - Diversity Policies*

**HEALTH CARE FOUNDATION of Greater Kansas City (HCF)**

**Application Budget Worksheet & Narrative Template**

**Net Revenue**

Total funding from the Foundation and other sources are as follows:	Indicate whether funding is SECURED (S), or PENDING (P)	HCF	Other	In-Kind	Total
<b>Health Care Foundation (HCF)</b>	<b>P</b>	\$30,000	\$0	\$0	\$30,000
In-Kind	<b>S</b>	\$0	\$0	\$7,743	\$7,743
Blue Cross/Blue Shield Grant	<b>S</b>	\$0	\$44,054	\$0	\$44,054
		\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0
<b>Total Revenue</b>		<b>\$30,000</b>	<b>\$44,054</b>	<b>\$7,743</b>	<b>\$81,797</b>

**Salary**

The project will pay the salary for the following staff: (e.g. Exec. Director, Intake Specialist, etc.)	Annual Salary/Rate (eg. \$54,000)	Indicate FTE portion being requested from HCF (eg .50 FTE)	HCF Cost (eg \$27,000)	Other	In-Kind	Total
Communications Coordinator	\$50,087	1	\$24,042	\$26,045		\$50,087
			\$0	\$0	\$7,743	\$7,743
						\$0
						\$0
						\$0
<b>Total Salary</b>			<b>\$24,042</b>	<b>\$26,045</b>	<b>\$7,743</b>	<b>\$57,830</b>

**Benefits and Payroll Taxes**

The project will pay the following benefits and payroll taxes for the above staff (e.g. FICA, Health, Dental, Life Insurance, etc.):	Benefit % rate of total salary expense (e.g. 20%)	HCF	Other	In-Kind	Total
FICA		\$1,839	\$1,992	\$0	\$3,831
KPERS Retirement		\$1,923	\$2,083		\$4,006
Health, Dental, Life Insurance		\$2,172	\$3,433		\$5,605
Unemployment		\$24	\$26		\$50
<b>Total Benefits and Payroll Taxes</b>	<b>23.33%</b>	<b>\$5,958</b>	<b>\$7,534</b>	<b>\$0</b>	<b>\$13,492</b>

**Other Direct Expense:**

(e.g. Training Expenses, Consulting Fees, etc.)	HCF	Other	In-Kind	Total
Training/Travel/Mileage		\$4,000	\$0	\$4,000
Marketing/Outreach Materials		\$2,000		\$2,000
Meeting Expenses		\$500		\$500
				\$0
<b>Total Other Direct</b>	<b>\$0</b>	<b>\$6,500</b>	<b>\$0</b>	<b>\$6,500</b>

**\*Equipment & Supplies:**

	HCF	Other	In-Kind	Total
Miscellaneous Office Supplies	\$0	\$500	\$0	\$500
				\$0
				\$0
				\$0
				\$0
<b>Total Equipment/Supplies</b>	<b>\$0</b>	<b>\$500</b>	<b>\$0</b>	<b>\$500</b>
<b>SUBTOTAL</b>	<b>\$30,000</b>	<b>\$40,579</b>	<b>\$7,743</b>	<b>\$78,322</b>

**Indirect Expense**

Indirect expense represents the project's share of Overhead Expenses (rent, phone, library, etc.) and Administrative Costs. Applicants must limit the HCF portion of Indirect Expense to 10% of the Direct Expenses of the project represented by the sub-total above.	HCF	Other	In-Kind	Total
	\$0	\$3,475	\$0	\$3,475
<b>Total All Expenses</b>	<b>\$30,000</b>	<b>\$44,054</b>	<b>\$7,743</b>	<b>\$81,797</b>

**HCF Budget - Narrative Comments**

**Revenue**

The Public Health Department received a grant from Blue Cross/Blue Shield of Kansas City in support of our Healthy Community Wyandotte efforts. This grant has been awarded and all funds have been received. 60% of the cost of this proposal is from the Blue Cross/Blue Shield grant funds.

The In-Kind revenue represents anticipated time spent by the Director and Fiscal Officer of the Public Health Department that will provide direct support for the program.

**Salary** - Insert any additional/clarifying comments re: Salary entries here

**Benefits & Payroll Taxes** - Insert any additional/clarifying comments re: your Benefits/Payroll Taxes entries here

**Other Direct Expenses**

Depending on the education/experiences in Public Health, Community Health Improvement or related we anticipate the need to provide training for the Communications Coordinator. Opportunities for training will be the National Association of County and City Health Officials (NACCHO) conference, the American Public Health Association (APHA) conference, the Kansas Association of Local Health Departments (KALHD) conference and the Kansas Public Health Association (KPHA) conference.

**\*Equipment/Supplies** - Please attach list of equipment purchases, including prices and quantities, to your application!

**Indirect Expenses**- Insert any additional/clarifying comments re: your Indirect Expense entry here



# Staff Request for Commission Action

Tracking No. 120031

- Revised  
 On Going

**Type:** Standard

**Committee:** Administration and Human Services Committee

Date of Standing Committee Action: 2/13/2012

(If none, please explain):

**Proposed for the following Full Commission Meeting Date:**

**Confirmed Date:** 3/1/2012

3/1/2012

**Changes Recommended By Standing Committee (New Action Form required with signatures)**

<u>Date:</u>	<u>Contact Name:</u>	<u>Contact Phone:</u>	<u>Contact Email:</u>	<u>Ref:</u>	<u>Department / Division:</u>
2/6/2012	Kristen Chowning Martin	573-5075	kchowning-martin@wyc...		Legal

**Item Description:**

An ordinance relating to the qualification of the resident commissioner appointed to the Kansas City, Kansas Housing Authority. The ordinance makes necessary changes to the current ordinance in order to comply with Federal Regulations. In addition, the ordinance codifies the existing practice for the mayoral appointment of the resident commissioner. The ordinance repeals the current ordinance. The changes have been reviewed and approved by both the Kansas City Kansas Housing Authority and HUD.

**Action Requested:**

Vote on the ordinance and forward to the full Commission.

Publication Required

**Budget Impact: (if applicable)**

Amount: \$

Source:

Included In Budget

Other (explain) Policy decision. No budget impact.

	<input checked="" type="checkbox"/> File Attachment	<input checked="" type="checkbox"/> File Attachment	<input checked="" type="checkbox"/> File Attachment
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Published \_\_\_\_\_

ORDINANCE NO. \_\_\_\_\_

An ordinance relating to the Housing Authority; amending Section 2-437 concerning the qualification of members to the Kansas City, Kansas Housing Authority; and repealing the original Section 2-437.

**BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE UNIFIED GOVERNMENT OF WYANDOTTE COUNTY/KANSAS CITY, KANSAS:**

**Section 1.** That Section 2-437 of the 2008 Code of Ordinances and Resolutions of the Unified Government be and the same is hereby amended to read as follows:

**Sec. 2-437. – Qualification of members.**

Except as otherwise provided herein, appointments may be made of any persons as commissioners of the housing authority who reside within the boundaries of the county and who are otherwise eligible for such appointment under the state municipal housing law, K.S.A. 17-2337 et seq. The commissioner appointed to position number 12, in addition to meeting the other qualifications contained in this section, shall be a resident of properties directly assisted (as defined in 24 C.F.R. 964.410) by the city housing authority. The commissioner appointed to position number 12 shall be fairly elected by eligible residents (as defined in 24 C.F.R. 964.410).

**Section 2.** That said original Section 2-437 of the 2008 Code of Ordinances and Resolutions of the Unified Government be and the same are hereby repealed.

**Section 3.** This ordinance shall take effect and be in full force from and after its passage, approval, and publication in the official Unified Government newspaper.

**PASSED BY THE BOARD OF COMMISSIONERS OF THE UNIFIED GOVERNMENT  
OF WYANDOTTE COUNTY/KANSAS CITY, KANSAS,  
THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2012.**

\_\_\_\_\_  
**Joe Reardon, Mayor/CEO**

**Attest:**

\_\_\_\_\_  
**Unified Government Clerk**

**Approved As To Form:**

\_\_\_\_\_  
**Kristen Chowning Martin, Assistant Counselor**