

**JOINT STUDY SESSION**  
OF THE UNIVERSITY CITY CITY COUNCIL AND  
THE COMMISSION FOR ACCESS AND LOCAL ORIGINATION PROGRAMING (CALOP)  
5<sup>th</sup> Floor of City Hall  
6801 Delmar Blvd.  
**November 11, 2019**

**AGENDA**

Requested by the City Manager

**1. MEETING CALLED TO ORDER**

The Joint City Council Study Session was held in Council Chambers on the fifth floor of City Hall, on Monday, November 11, 2019. Mayor Terry Crow called the Study Session to order at 5:34 p.m.

In addition to the Mayor, the following members of Council and the CALOP Commission were present:

Councilmember Stacy Clay  
Councilmember Paulette Carr  
Councilmember Steven McMahon  
Councilmember Jeffrey Hales  
Councilmember Tim Cusick  
Councilmember Bwayne Smotherson

Commissioner Rick Ruderer  
Commissioner Patricia McQueen  
Commissioner David Stokes

Also, in attendance was City Manager, Gregory Rose; City Attorney, John F. Mulligan Jr., and Director of Communication, Allison Bamberger.

**2. Changes to Regular Council Agenda**

Mr. Rose requested that item K3 (*Conditional Use Permit (CUP) – 8550 Olive - PC 19-06 – Establishment and operation of a Vehicle Service Facility with Used Vehicle Sales*) be removed from the regular meeting agenda.

**3. CALOP Commission Review**

Mr. Rose stated as the Mayor and Council are aware; this review of the Commission for Access and Local Origination Programming is consistent with the FY20 Work Plan, where we meet with and review each of the boards and commissions.

CALOP was created to study the educational and cultural needs of University City and to encourage and develop programing to meet those needs.

**Membership:**

- 7 voting members Appointed by Council
- 3 non-voting Ex-Officio members
  - Councilmember Liaison
  - University City School District
  - Higher Education Consortium of Metro St. Louis

**The Funding Source:**

Funds will need to be generated from the City.

- Shall operate on City's fiscal year
- Able to issue and apply for grants Power to collect, hold, manage funds appropriated to CALOP

**Responsibilities Include:**

Draft a 5-year plan for the educational and cultural cablecasting programming goals and objectives for the City. CALOP shall have a public hearing before and after drafting the five (5) year plan and shall submit the plan to the Council for comment.

Mr. Rose asked if there are any questions and stated that after the Q&A period he would show a short video that was funded by CALOP per the Commission's request.

Mayor Crow asked if there were questions?

Councilmember Smotherson posed the following question:

**Q. Is CALOP currently accepting applications and what funding is currently available?**

A. Mr. Rose stated that he believed there is about \$289 thousand currently available. He asked the Commission Chair to respond to the question regarding applications.

Chairperson McQueen stated that traditionally in the past there had been grant rounds; they are not currently in a grant round. The subject will be discussed in the upcoming meeting. Recently the by-laws were changed to reflect the number of meetings to be held annually; changing the frequency from monthly to quarterly, so the next meeting will be held in January. The Commission is considering smaller films as opposed to full length films; something that could possibly be done using an iPhone.

Commissioner Ruderer stated that since the creation of CALOP; video and social media has completely changed over the past twenty years. The last round of grants was designed to get short films that told a University City story. The goal is to make it more focused on University City both in learning about making videos and telling University City stories. We are looking at making videos that are shorter and require less investments, smaller grants for something that could be shared on social media to promote University City and CALOP. In last year's grant round; the request was for 3-5 minute videos, there were a total 6 grants; 5 grants for \$3 thousand and 1 grant for \$15 hundred. Those grants produced nice videos; now the discussion is centered around whether the same process will be repeated or if a different plan will be put in place. When CALOP was first started, no one could do a video on their phone; today everyone can. CALOP is in a transitional phase; but the first videos done in the short format have been completed. This grant round was done in 2018, the last round done in the traditional format was done in 2016.

Councilmember Clay posed the following question:

**Q. What is the funding source?**

A. Chairperson McQueen stated that previously the funding source was money that was received because there was a relationship with the Cable companies related to them having right of way access; it was one dollar a month per customer. That funding source was stopped nationally.

Councilmember Clay stated that many social media video sources exist now; like Tik Tok, there's been an exposition of video sources on the social media platform today. He stated that he finds it interesting that CALOP is exploring these kinds of options.

Mayor Crow stated that for record keeping purposes; the members present from the CALOP Commission are Patricia McQueen, David Stokes and Rick Ruderer.

Commissioner Stokes stated that CALOP had a special sponsorship with the library last year; CALOP funds were used to host and sponsor video training classes during the summer.

CALOP also helped purchase some of the equipment used by grade school and high school students, to teach them how to produce good videos that were artistically and effectively done to teach people the art of the media; and he hopes this sponsorship is continued.

Mayor Crow stated that he was pleased that the Commission is reinventing itself and its' mission as much as possible to stay relevant in today's environment.

Mr. Rose stated that the Commission requested to show a 6-minute video that was grant funded. The video is related to the history of the LOOP as well as some of the history of University City.  
*The video was viewed by those present at the meeting.*

Commissioner Stokes stated that this a slightly older version of video; there is an updated version without the placeholder show Charles Branson and an original landowner on Delmar Blvd.

4. Motion to go into a Closed Session according to Missouri Revised Statutes 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives or attorneys and (3) Hiring, firing, disciplining or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded, and (13) Individually identifiable personnel records, performance ratings or records pertaining to employees.

Councilmember Carr moved to go into a Closed Session, it was seconded by Councilmember Hales.

Roll Call Vote Was:

**Ayes:** Councilmember Carr, Councilmember Smotherson, Councilmember McMahon, Councilmember Hales, Councilmember Clay, Councilmember Cusick and Mayor Crow.

**Nays:** None.

## 5. Adjournment

Mayor Crow thanked everyone and adjourned the study session at 5:42 p.m.

Deanna Burress, Acting City Clerk  
LaRette Reese, City Clerk