



**CITY OF BELTON  
CITY COUNCIL  
\*SPECIAL MEETING AND WORK SESSION  
TUESDAY, MARCH 1, 2016 – 7:00 P.M.  
CITY HALL ANNEX  
520 MAIN STREET  
AGENDA**

**\*ADDENDUM**

- I. CALL SPECIAL MEETING TO ORDER
- II. ROLL CALL
- III. \* RESOLUTIONS
  - A. Motion approving Resolution R2016-05:  
A RESOLUTION ENGAGING SHOCKEY CONSULTING SERVICES, LLC TO PREPARE AND DISTRIBUTE PUBLIC INFORMATIONAL AND EDUCATIONAL MATERIALS FOR the sales tax renewal question on the April 5<sup>th</sup> municipal ballot.  
  
Resolution is attached.
- IV. ADJOURN SPECIAL MEETING
- V. CALL WORK SESSION TO ORDER
- VI. ITEMS FOR REVIEW AND DISCUSSION
  - A. REVIEW OF PROPOSED DOOR SCAN SECURITY LOCKS FOR FIRE STATIONS, CITY HALL, AND CITY ANNEX.  
  
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  - B. 155<sup>TH</sup> STREET IMPROVEMENTS PROJECT – SANITARY SEWER.  
  
Page 29
  - C. DISCUSSION OF SALARY AND EXPENSE ALLOWANCES FOR ELECTED OFFICIALS.  
  
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  - D. REVIEW OF BUDGET ALLOWANCES FOR ELECTED OFFICIALS' TRAINING AND TRAVEL EXPENSES.  
  
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E. OTHER BUSINESS

VII. ADJOURN

**R2016-10**

**A RESOLUTION ENGAGING SHOCKEY CONSULTING SERVICES, LLC TO PREPARE AND DISTRIBUTE PUBLIC INFORMATIONAL AND EDUCATIONAL MATERIALS FOR THE SALES TAX RENEWAL QUESTION ON THE APRIL 5<sup>TH</sup> MUNICIPAL BALLOT,**

**WHEREAS**, the Shockey Consulting Services group has assisted the City of Belton in previous public education campaigns and their expertise has proven valuable to the City Staff and to the education of the city voters; and

**WHEREAS**, the scope of work, as detailed in Exhibit A herein attached and incorporated to this Resolution, includes preparation of materials including officials' briefing materials, letter from the Mayor, power point presentation, display board, press releases and social media posts as well as distribution through a variety of direct presentation formats and media outlets.

**THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BELTON, MISSOURI.**

Section 1. That Shockey Consulting Services, LLC is engaged to prepare and distribute public education materials relating to the Sales Tax Question on the April 5<sup>th</sup> municipal ballot.

Section 2. That this resolution shall be in full force and effect from and after its passage and approval.

READ AND ADOPTED:     March 1, 2016

\_\_\_\_\_  
Mayor Jeff Davis

Approved this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

ATTEST:

\_\_\_\_\_  
Patricia A. Ledford, City Clerk  
of the City of Belton, Missouri

STATE OF MISSOURI )  
COUNTY OF CASS )SS  
CITY OF BELTON )

I, Patricia A. Ledford, City Clerk, do hereby certify that I have been duly appointed City Clerk of the City of Belton, Missouri, and that the foregoing Resolution was regularly introduced at a special meeting of the City Council held on the \_\_\_\_ day of \_\_\_\_\_, 2016 and adopted at a special meeting of the City Council held the \_\_\_\_ day of \_\_\_\_\_, 2016 by the following vote, to wit:

AYES:            COUNCILMEN:  
NOES:            COUNCILMEN:  
ABSENT:        COUNCILMEN

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Patricia A. Ledford, City Clerk  
Of the City of Belton, Missouri



Shockey  
Consulting  
Services, llc

Sheila Shockey

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*Helping Communities Make Better Decisions  
Since 1998*

[www.ShockeyConsulting.com](http://www.ShockeyConsulting.com)

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12-Jan-16

SHOCKEY CONSULTING SERVICES

City of Belton Sales Tax Renewal

	Principal/ Consultant III	Project Manager/ Consultant II	Consultant I	Graphic Design	Administrative Support	Hours	Fee	Expenses	Task Sub-Total (Fees + Expenses)
Hourly Rate	\$210	\$125	\$80	\$110	\$60				
<b>Campaign Planning</b>									
Meet with client/project team - 2 meetings	3.0	6.0	0.0	0.0	0.0	9.0		\$ 50	
Prepare meeting summaries	1.0	3.0	0.0	0.0	0.0	4.0			
Prepare Elected Officials briefing materials	1.0	4.0	2.0	0.0	0.0	7.0			
Create image and tagline for campaign	1.0	2.0	1.0	4.0	0.0	8.0			
Prepare letter from mayor	0.0	1.0	0.0	1.0	0.0	2.0			
Work with staff to schedule information meetings	0.0	1.0	0.0	0.0	1.0	2.0			
<i>Hours</i>	6.0	17.0	3.0	5.0	1.0	32.0			
<i>Fee</i>	\$1,260	\$2,125	\$240	\$550	\$60		\$4,235	\$50	\$4,285
<b>Media</b>									
Print media - Research rates and deadlines	0.0	0.0	0.0	0.0	1.0	1.0			
Prepare content - press release, 2 advertisements	1.0	4.0	2.0	2.0	0.0	9.0			
Obtain proofs and authorize printing	0.0	2.0	1.0	0.0	0.0	3.0		\$ 360	
Develop social media strategy	1.0	2.0	0.0	0.0	0.0	3.0			
Prepare weekly posts during campaign	0.0	5.0	0.0	0.0	0.0	5.0			
Create display board: develop content, prepare artwork	1.0	1.0	0.0	3.0	0.0	5.0			
Produce display board	0.0	0.0	0.0	1.0	0.0	1.0		\$ 150	
Photography/artwork for campaign materials	0.0	0.0	0.0	4.0	0.0	4.0		\$ 100	
<i>Hours</i>	3.0	14.0	3.0	10.0	1.0	31.0			
<i>Fee</i>	\$630	\$1,750	\$240	\$1,100	\$60		\$3,780	\$610	\$4,390
<b>Targeted Mailing: City utility bill insert</b>									
Develop bill insert content and design	1.0	4.0	0.0	2.0	2.0	9.0			
Manage printing, proof	0.0	2.0	1.0	0.0	0.0	3.0		\$ 3,000	
<i>Hours</i>	1.0	6.0	1.0	4.0	2.0	12.0			
<i>Fee</i>	\$210	\$750	\$80	\$440	\$120		\$1,600	\$3,000	\$4,600
<b>Power Point Presentation</b>									
Prepare presentation template	0.0	0.0	0.0	2.0	0.0	2.0			
Prepare presentation outline and key messages	1.0	4.0	0.0	0.0	0.0	5.0			
Obtain graphics	0.0	0.0	0.0	2.0	0.0	2.0			
Draft script of slides	1.0	3.0	0.0	0.0	0.0	4.0			
Edit and prepare final file	0.0	0.0	0.0	2.0	0.0	2.0			
<i>Hours</i>	2.0	7.0	0.0	6.0	0.0	15.0			
<i>Fee</i>	\$420	\$875	\$0	\$660	\$0		\$1,955	\$0	\$1,955
SUB-TOTAL HOURS	12.0	44.0	7.0	25.0	4.0				\$15,230

TOTAL HOURS	90.0
TOTAL FEES	\$11,570
TOTAL EXPENSES	\$3,660
<b>GRAND TOTAL FEES + EXPENSES</b>	<b>\$15,230</b>

- 4,600  
\$10,630

# City of Belton, Missouri

## Public Education Campaign for Sales Tax Renewal Initiative

### Summary of Scope of Work

#### Task 1: Campaign Planning

Client meetings:

- Meet with client/project team - 2 meetings with client
- Prepare meeting summaries - 2 meetings

Prepare Elected Officials briefing materials

Prepare letter from Mayor

Create image and tagline for campaign

Coordinate stakeholder information meetings

#### Task 2: Media

Print media

- Research rates and deadlines
- Prepare content - press release and 2 advertisements will be prepared
- Obtain proofs and authorize printing

Develop social media strategy

- Prepare weekly posts during campaign

Display Board

- Create display board: develop content, prepare artwork
- Produce display board

Photography/artwork for campaign materials

#### ~~Task 3: Targeted Mailing~~

~~Utility bill insert~~

- ~~• Develop bill insert content, design, and print~~
- ~~• Manage printing, proof~~

*omitted*

#### Task 4: Power Point Presentation

Prepare presentation template

Prepare presentation outline and key messages

Draft script of slides

Edit and prepare final file

#### Cost Estimate

Task 1: Campaign Planning	\$ 4,285
Task 2: Media	\$ 4,390
<del>Task 3: Targeted Mailing</del>	<del>\$ 4,600</del>
Task 4: Power Point Presentation	\$ 1,955
Total Costs	\$15,230

#### Schedule

Shockey Consulting will begin work within two business days of notice to proceed. Work will be completed two weeks prior to Election Day, plus campaign evaluation within two weeks of election.