

June 21, 2012

The Board of Aldermen, City of Kearney, Missouri, met in Special session at Kearney City Hall, 100 East Washington, June 21 at 8:00 A.M. with Board President Jeff Couchman presiding. Mayor Dane was in attendance by phone conference. Members present were Tom Patterson, Gerri Spencer and Dan Holt. Staff members present were Jim Eldridge and David Pavlich.

NEW BUSINESS

TERRY BRADSHAW'S TODAY IN AMERICA PROMOTIONAL VIDEO

Mayor Dane shared a proposal to contract with a production company to prepare a 5 minute promotional video of Kearney that would be narrated by Terry Bradshaw which would be air one time nationally on Discovery Channel Transponder and nineteen times regionally on ABC and Fox Broadcast Stations and/or Regional News Networks in many of the top 100 markets nationwide based on viewer demographics, interests and the distribution checklist. Cost of the production was \$19,800.

Jim Eldridge reported the Today in America videos can be viewed on YouTube with varying quality—a very good one being Fayetteville, Arkansas, a poor projection being Elgin County, Ontario.

Alderman Couchman guessed a local production of a professional video would be \$10 to 15 thousand with no access to television. He recommended the video be used as an economic development promotional tool.

Mayor Dane also noted a local video production would not have a voice over by Terry Bradshaw. Alderwoman Spencer noted her husband took notice when she mentioned Terry Bradshaw's name.

Alderman Patterson reported he had viewed the Today in America website, noting no broadcasting appeared to be done in the Kansas City market, however, he recognized that was not necessarily a drawback.

Alderman Holt stated he liked promoting Kearney and this video might give Kearney the right amount gravitas to impress prospective clients.

A motion was made by Alderman Patterson and seconded by Alderman Holt to authorize Mayor Dane to proceed with contract negotiations and find out 1) when the money is to be spent, 2) investigated the difference in quality of productions in Fayetteville and Elgin County, and find out their termination point at which time the City might still be able to back out of the contract. Motion carried unanimously.

ADJOURNMENT No further business appearing, meeting adjourned.

APPROVED: _____ **ATTEST:** _____
Billy R. Dane, Mayor Joan H. Updike, City Clerk