

Request for Legislative Action

Res. #21374
Sponsor: Venessa Huskey
Date: August 21, 2023

Completed by County Counselor's Office			
Action Requested:	Resolution	Res.Ord No.:	21374
Sponsor(s):	Venessa Huskey	Legislature Meeting Date:	8/21/2023

Introduction
Action Items: ['Transfer']
Project/Title:
A Resolution requesting the transfer of \$40,000.00, within the 2023, Jackson County Sheriff's Office, Detention Center, General Fund to cover the cost of a media campaign, designed to expand efforts to fill open positions throughout various departments.

Request Summary
<p>It is essential that we connect with a diverse audience to promote the open positions which will include outreach through multiple platforms targeting Jackson County Residents. We have the potential to reach thousands of viewers and generate awareness of the career opportunities available at the Jackson County Sheriff's Office, Detention Center and Office of Population Control.</p> <p>Our campaign will include commercials that can be viewed on multiple devices such as television, tablets, online video, and streaming devices.</p> <p>The estimated cost of this campaign is \$40,000.00, and will include Media Buy on multiple networks, cable and radio. Depending on the station the following components will be part of the buy:</p> <ul style="list-style-type: none">• Spots during the news• Social presence• Strategic placed spots throughout programming• Job Alert sponsorship placement• Spots on streaming service <p>Jackson County Communications Department will be purchasing media time with all four KC TV stations. All four stations, FOX-4 KC News, KCTV-5, KMBC-9 Hearst Broadcast, and KSHB-41 Scripps News are all in compliance with Jackson County and should be considered a Sole Source per Chapter 10 Section 1030.1.</p> <p>Communications has worked with all four stations; each has different values and ratings based off reach and frequency. Based on schedule availability and type of extra promotions other than News media spots the schedule will differ from station to station. This campaign will be led and managed by Director of Communications, Angie Jeffries.</p>

Contact Information			
Department:	Corrections	Submitted Date:	8/10/2023
Name:	Deloris M. Wells	Email:	DWells@jacksongov.org
Title:	Deputy Director of	Phone:	816-881-4210

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	Administration		
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Budget Information			
Amount authorized by this legislation this fiscal year:			\$40,000
Amount previously authorized this fiscal year:			\$ 0
Total amount authorized after this legislative action:			\$40,000
Is it transferring fund?			Yes
Transferring Fund From:			
Fund:	Department:	Line Item Account:	Amount:
001 (General Fund)	2701 (Corrections)	55010 (Regular Salaries)	\$40,000
Transferring Fund To:			
Fund:	Department:	Line Item Account:	Amount:
001 (General Fund)	2701 (Corrections)	56210 (Advertising)	\$40,000

Prior Legislation	
Prior Ordinances	
Ordinance:	Ordinance date:
Prior Resolution	
Resolution:	Resolution date:

Purchasing	
Does this RLA include the purchase or lease of supplies, materials, equipment or services?	Yes
Chapter 10 Justification:	Sole Source
Core 4 Tax Clearance Completed:	Not Applicable
Certificate of Foreign Corporation Received:	Not Applicable
Have all required attachments been included in this RLA?	Yes

Compliance
Certificate of Compliance
Not Applicable
Minority, Women and Veteran Owned Business Program
Goals Not Applicable for following reason: Less than \$50000
MBE: .00%

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WBE: .00%
VBE: .00%
Prevailing Wage
Not Applicable

Fiscal Information
<ul style="list-style-type: none">Funds sufficient for this appropriation and/or transfer are available from the source indicated on the budget information tab.

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History

Submitted by Corrections requestor: Deloris M. Wells on 8/10/2023. Comments: This transfer request from the Salary Account for the purpose of expanding our recruitment efforts has been discussed and approved by Mr. Schulte.

Returned for more information by Department Approver Diana L. Knapp on 8/10/2023 11:31:57 AM. Comments: As discussed.

Submitted by Requestor Deloris M. Wells on 8/10/2023 11:35:25 AM. Comments:

Approved by Department Approver Diana L. Knapp on 8/10/2023 11:39:12 AM. Comments:

Returned for more information by Purchasing Office Approver Barbara J. Casamento on 8/10/2023 11:50:15 AM. Comments: What are the plans to bid these services?

Submitted by Requestor Deloris M. Wells on 8/10/2023 12:33:03 PM. Comments: Updated

Approved by Department Approver Diana L. Knapp on 8/10/2023 12:40:57 PM. Comments:

Approved by Purchasing Office Approver Barbara J. Casamento on 8/10/2023 1:05:57 PM. Comments:

Approved by Compliance Office Approver Ikeela Alford on 8/10/2023 1:20:18 PM. Comments:

Approved by Budget Office Approver David B. Moyer on 8/10/2023 1:36:18 PM. Comments:

Approved by Executive Office Approver Sylvya Stevenson on 8/10/2023 10:04:34 PM. Comments:

Approved by Counselor's Office Approver Jamesia Manning on 8/17/2023 11:32:47 AM. Comments:

