

-NOTICE OF A PUBLIC MEETING-
Governmental Body: Van Meter City Council
Date of Meeting: Wednesday, April 9, 2014
Time/Place of Meeting: 6:30 p.m. – Veterans Reception Center, 910 Main Street

Work Session Meeting Agenda:

- 1) Call to order
- 2) Discussion and Guidance on Purchasing Policies
- 3) Discussion and Guidance on Public Relations Policies
- 4) Other discussion and non-action items
- 5) Adjournment

Purchasing Policy Formulation

- 1) Goal(s)
 - a. Accountability
 - b. Transparency
 - c. Control
 - d. Efficiency
 - e. Effectiveness
- 2) Scope
 - a. Universal
 - b. Purchases above a defined dollar amount
 - c. Budgeted v. Non-Budgeted
 - d. Department specific
 - e. Source specific
- 3) Considerations
 - a. Local
 - b. Urgency
 - c. Green/Sustainability
 - d. Equitability
 - e. Price
 - f. Quality
 - g. Availability of parts
 - h. Support
 - i. Usability
- 4) Process
 - a. Who is best positioned to determine purchasing needs? Are they authorized to make purchases?
 - i. Mayor
 - ii. City Council
 - iii. City Administrator
 - iv. Department Heads
 - b. Are we issuing Purchase Orders?
 - i. What is required for the issuance of a purchase order
 1. Quotes
 2. Bids
 3. RFPs
 - c. When is the use of the City's Credit Card appropriate?
 - i. Do Department Heads need credit cards?
- 5) Consequences
 - a. Disciplinary Action
 - i. Employees
 - ii. Appointees
 - b. Budgetary Penalties

PURCHASING POLICY

IT IS HEREBY the intention of the City of Van Meter that pursuant to Iowa Code Chapter 23A that all purchases for the City of Van Meter should be made locally unless the price differential can be quantified and which would result in a savings to the taxpayers of the City of Van Meter.

Accordingly, all purchases of materials shall be made locally unless the price differential between materials which are available locally and materials available elsewhere would result in a savings to the City of Van Meter of greater than one (1) hour of the responsible City employee's time for the procurement or the shipping of costs for such items.

This policy was adopted on this ___ day of _____, 2002, by the City Council of the City of Van Meter, Iowa.

Larry Thompson, Mayor

CITY OF VAN METER

AMENDED AND SUBSTITUTED PURCHASING POLICY

IT IS HEREBY the intention of the City of Van Meter that pursuant to Iowa Code Chapter 23A that all purchases for the City of Van Meter shall be made locally (within the City of Van Meter) if the cost and other considerations are relatively equal.

Accordingly, all purchases of materials shall be made locally, in accordance with the above paragraph, with the following exceptions:

- (1) the non-availability of an item from local merchants; or
- (2) the cost of the item locally being greater than the cost from another source by more than the equivalent value of the responsible City employee's time for the procurement and delivery of such item. In computing this value, the City employee's hourly time rate multiplied by the number of hours necessary to obtain the item is to be used; or
- (3) the lowest responsible bidder or acceptable quality is not available locally; or
- (4) in the case of an unforeseen emergency.

Items should be purchased using the State of Iowa purchasing contract pricing whenever cost savings are possible. Local vendors should be given preference in consideration for honoring the State contract pricing in conjunction with the above policy. This policy should not be interpreted to preclude acceptable quality from being a qualifying issue.

Purchase items should be delivered to the City by the least expensive method available, unless a cost savings can be documented by the responsible city employee taking time and using a City (or personal) vehicle to obtain a purchased item. The City employee's hourly rate multiplied by the number of hours necessary to obtain the item, in addition to a vehicle cost

using the current Federal mileage reimbursement rate multiplied by the round trip number of miles necessary for obtaining the item should be used. This documentation should be forwarded to the City Clerk at the time the purchase is made. If invoices need to be processed without this information, the City Clerk will notify the mayor and Council at the next regularly scheduled meeting of the details regarding the purchase.

Violation of this policy by City employees shall be reason for disciplinary action, up to and potentially including termination of employment. Violation of this policy by board and commission members shall be reason for removal of that member from the board or commission.

This policy was adopted on this 13th day of December, 2004, by the City Council of the City of Van Meter, Iowa.

John Seefeld, Mayor

Public Relations Policy Formulation

- 1) Goal(s)
 - a. Accuracy
 - b. Control
 - c. Consistency
 - d. Effectiveness
 - e. Accountability
- 2) Scope
 - a. Universal
 - b. Department specific
 - c. Issue specific
- 3) Considerations
 - a. Emergency Situations
 - b. Event Promotion
 - c. Brand Promotion and Development
- 4) Process
 - a. Single Point of Contact (Public Information Officer)
 - i. Mayor
 - ii. City Council
 - iii. City Administrator
 - iv. Department Heads
- 5) Consequences
 - a. Disciplinary Action
 - i. Employees
 - ii. Appointees
 - b. Budgetary Penalties

Media Relations

Web Exclusive June 2011

Positive Media Coverage

Working with the press is an important responsibility for elected officials and city staff members. Whether it is broadcasting an event, getting out a formal press release or being interviewed for a story, providing a positive message in an accurate and efficient way can be challenging. Here are some tips to help your city strengthen the connections with local media representatives and ensure a positive message is delivered.

- **Familiarize Yourself with Local Media**
Be familiar with the local editors, reporters, feature writers, producers and news directors, and what they produce. Tailor your material to meet their need and keep a file of which reporters are covering which topics. Be proactive in keeping reporters up to date on issues, even if they are not calling with questions.
- **Establish a Style and Stay Consistent**
Keep your press release simple and clean. Make sure that the most important information is first and provide contact information. Make your work as easy to edit as possible, it will increase the chances of your release running the way you wrote it.
- **Accuracy Counts**
Double check your spelling, especially the spelling of names, and make sure to check your dates. Before you send the release off, make sure that any links you use will take you to the correct place for further information. Always have a second pair of eyes proof your work.
- **Availability**
Be available if the reporter or editor needs to call you to check details in your release. If you send a release and know you will be unavailable for questions, be sure to include the name of a contact who will be available to take a call. Have instructions on your voicemail as to how to get in touch with you after office hours, in an emergency.
- **Don't Over Do It**
Formal press releases are a great way to provide your local media with important information. However, use them sparingly so reporters know you have real news to report when they receive a release from you. A formal press release does not need to be sent for every issue that the city encounters.
- **Anticipate Their Needs**
Be familiar with deadlines. Know what kind of visual material reporters can use. Work with photographers and camera crews to give them good material to shoot. Suggest photo opportunities and make your events visually appealing.
- **Determine Your Spokesperson**
Establish ahead of time who the spokesperson or people should be in your city and determine who will take calls from the media. It is a good idea to have a written policy on this. Be sure that the spokesperson is responsible for letting others in the city know if a story is breaking.
- **Be Prepared**
When asked to comment on a story that a reporter is working on, make sure you know exactly

what the story is about, who they have talked to, and the focus or angle of the story. Ask whether they are looking for something in particular from you.

- **Assume Nothing**

Anything you or anyone else says to the media, regardless of whether you specify that it is “off the record” has the potential of being used. Choose your words carefully. Do not assume that a story will run just because a reporter has told you it will. There is always late-breaking news. Remember you are competing with hundreds of other news stories every day.

- **Remain in Control**

There will be times when you will have to handle a negative situation in the media. Speak to your city colleague, establish a message and stick to it. If you are surprised by a reporter with a story you weren't anticipating, do not get flustered or show panic. Respond by letting them know you understand this is an important issue and you want to look into all of the facts and you will get back to them later. Creating relationships with the media during positive times will help you in handling negative situations.