

## Fairfield City Council Ways and Means Committee Meeting

July, 11, 2013, 3:30 p.m.

In attendance:

Connie Boyer  
Daryn Hamilton  
John Revolinski

Also present: Martha Rasmussen, Deb Cardin, Kevin Flanagan, Derek Wulfekuhle, Joy Messer

### Discussion of Park and Rec expenditure on Advertising

There was an invoice from Ottumwa Radio in late June for over \$31,000 for Park and Rec advertising. The committee asked for an explanation. Derek and Kevin explained the invoice for a year of services and that advertising last year on those stations seemed to increase participation in local activities. The Committee asked that the effect of the ads be tracked by polling people who sign up for events to find where they heard about it, and to track out of town usage. The Committee will continue to monitor this.

Deb Cardin, CEO of JCHC explained that the Ambulance Committee expects the City of Fairfield to contribute to the ambulance expense as it had in the past. The operation has a projected yearly deficit of \$35,000 for the coming year and there are additional expenditures required on new ambulances. The City formerly contributed \$25,000 per year but stopped when it offered to provide housing for the ambulance and workers in the Fire Station and Public Health building. The Ambulance service outgrew that facility and moved out a few years ago, but the City never restarted making financial contributions.

The Committee asked Kevin to research how other communities in Iowa pay for ambulance services and to find other ambulance contracts to see how ours compares.